

*“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

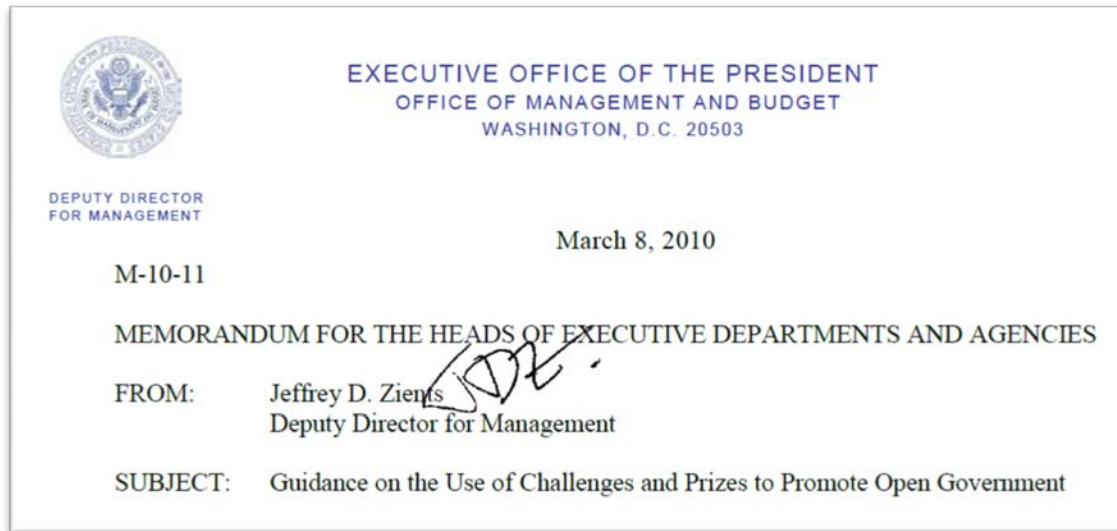




Challenge.gov ^{beta}
Government Challenges, Your Solutions

A **platform** that engages citizens to directly participate in addressing our nation's most pressing challenges.

Why Challenge.gov?



March 8, 2010

Guidance on the Use of Challenges and Prizes to Promote Open Government

“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.”



HOME

FIND CHALLENGES

Search e.g.: "Apps" or "Health"

Search

Challenge.gov is a place for citizens and government to solve hard problems together.

Sign Up and Participate or [Learn More](#)



Featured Challenges

1 2 3



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.

[View details](#) ➔

Winners tbd
About 7 hours left

\$55,500
in prizes

10
supporters

[I Support This](#)

BROWSE

GOVERNMENT CHALLENGES

Categories

- Science & Technology (2)
- Environment (2)
- Health (3)
- Education (17)
- Economy (3)
- Defense (2)
- International Affairs (1)
- Immigration (1)
- Test Category 2 (2)

Departments &

Easy. Clean, inviting design.

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](#)

A friendly introduction for all types of users.



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.**



Winners tbd

1 day left



\$55,500

in prizes



10

supporters

I support this challenge!

Share



Twitter



Facebook



Email

✓ 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

* 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.

* Category

The category represents the problem area that the challenge is addressing

* Organization

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

Partners

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

Blog

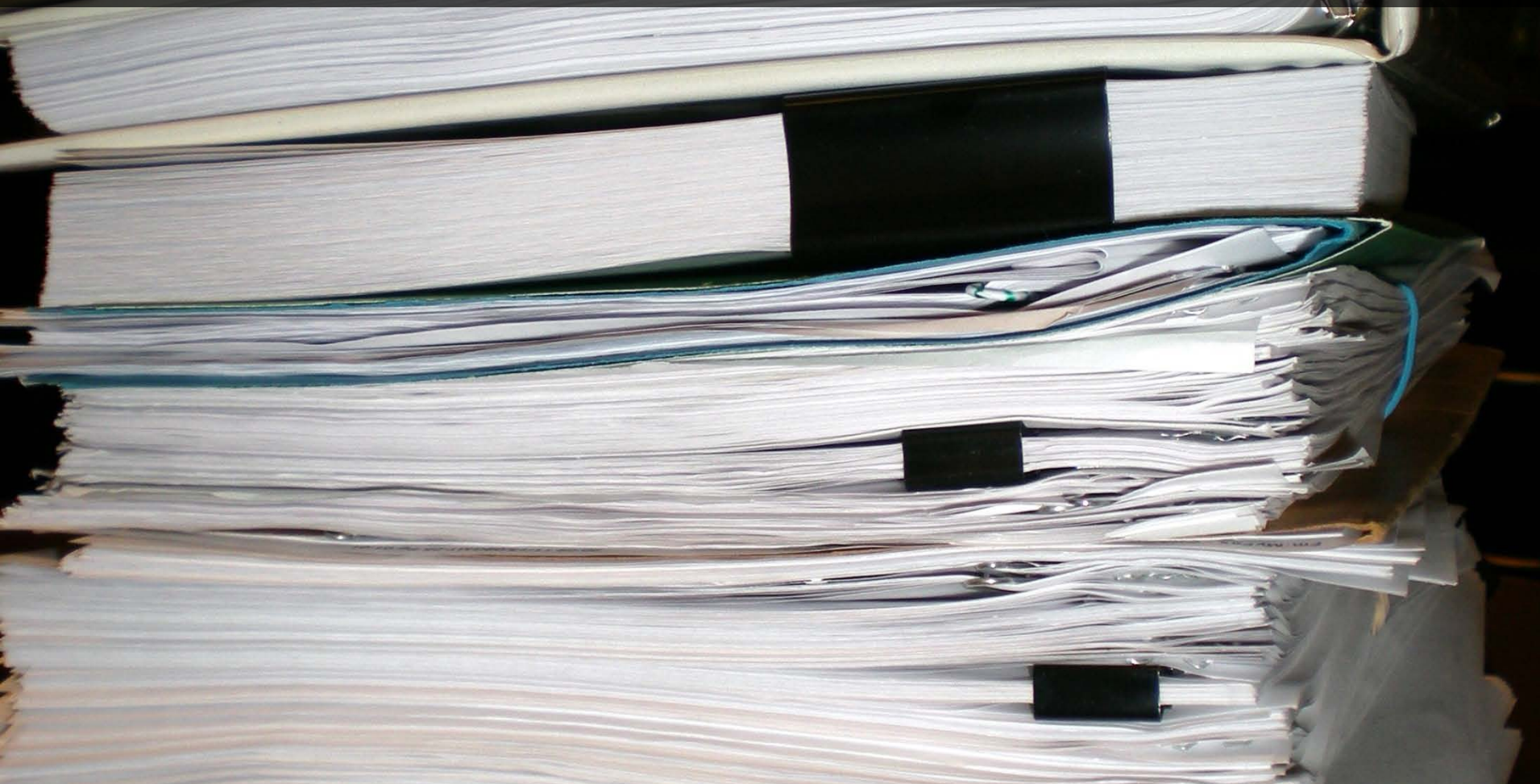
Discussions

Analytics

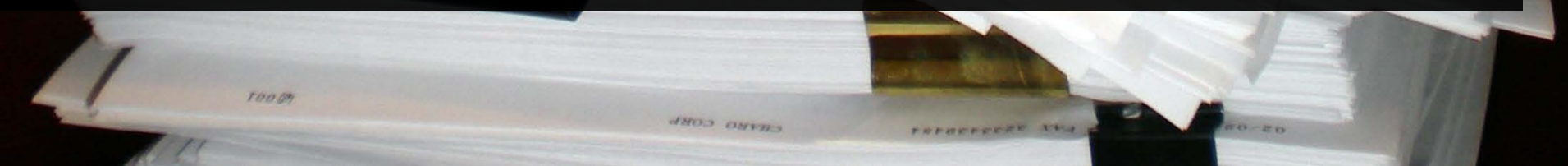
Moderators

Events

Get from idea to
online in minutes.



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](https://www.challenge.gov), with
hundreds more every day.

3,500+

“supports” for challenges on
Challenge.gov, indicating community
and durable engagement.

4,900+

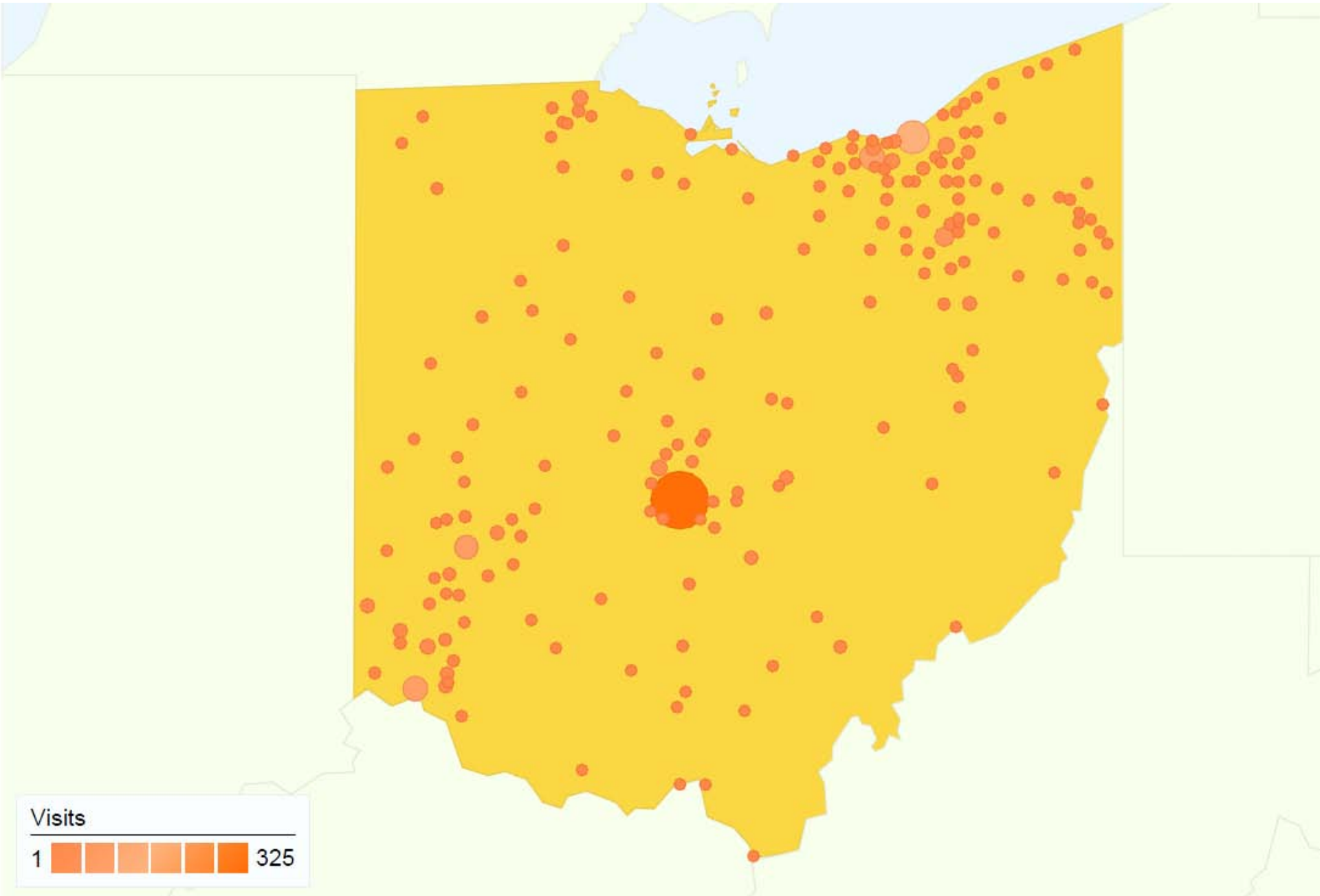
cities, in all 50 states, that sent
visitors to [Challenge.gov](https://www.challenge.gov).



Visits



1 4,954



Visits

1 325

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

Photo by Flickr user euthman, used under a Creative Commons license



The Public

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

Photo by Flickr user pauldevoto, used under a Creative Commons license

Thank you!

www.challenge.gov

@challengegov

USCG Innovation Expo

Nov 3 2010

Larry Schuette
Office of Naval Research
larry.schuette@navy.mil

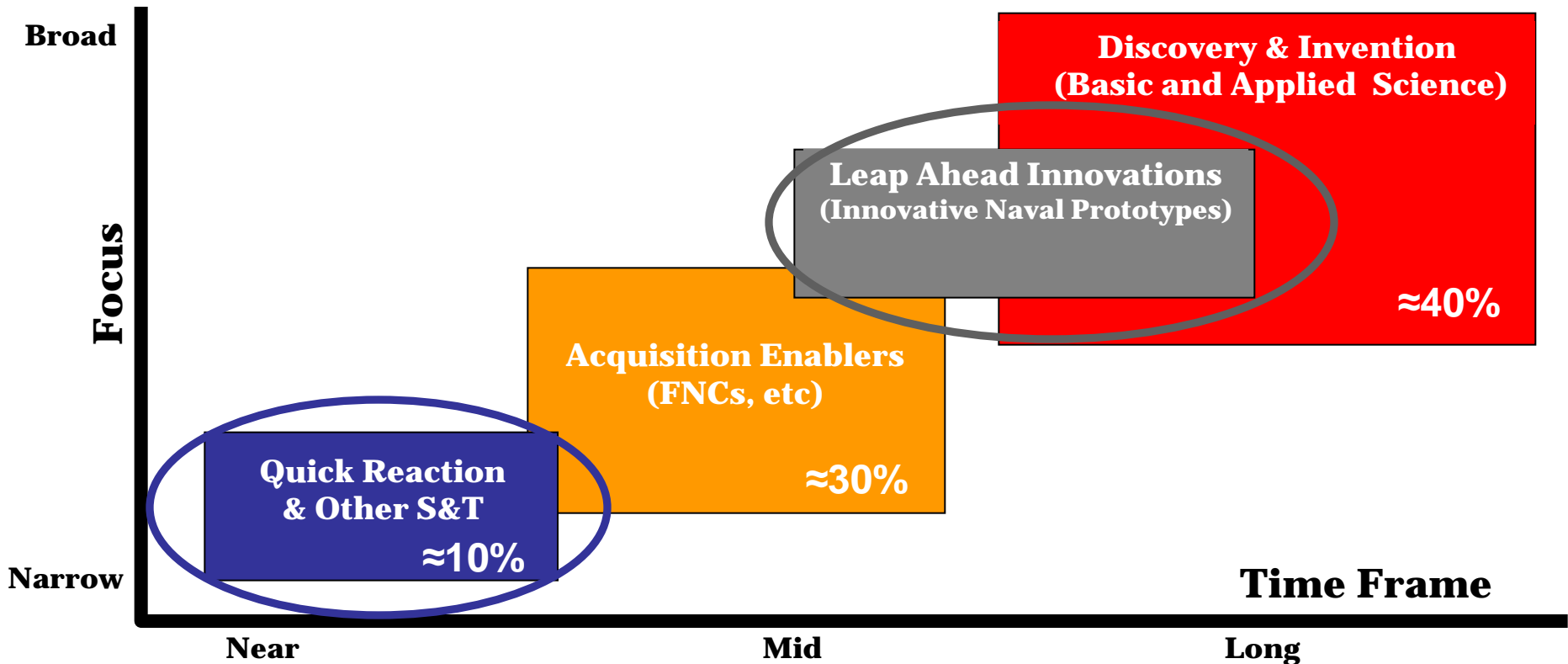
www.onr.navy.mil/innovate

703-696-7118

**DIRECTOR OF
INNOVATION**



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

TechSolutions: A "Solution Broker" Process



Warfighter Need



Subject Matter Experts
Interpret Technology
Requirements

Naval Research Enterprise



Industry Partners & Academia

Technology Solutions



Delivery to Fleet/Force

Open Innovation Network Mechanisms

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



2010

CNR Challenge

Next Generation Technologies
for Today's Warfighter

- 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



Dist Statement A: Approved for public release, Distribution unlimited.

O F F I C E O F N A V A L R E S E A R C H

“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/>

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

The screenshot shows a Microsoft Internet Explorer browser window displaying the HHSinnovates Awards Program website. The browser's address bar shows the URL <http://intranet.hhs.gov/hhsinnovates/>. The website header features the HHS@Work logo with the tagline "Helping Those Who Help America" and navigation links for "HHS Intranet Home", "HHS.gov", "Comments", and "A-Z Site Index".

HHSinnovates Awards Program

A new cycle of **HHSinnovates** begins on October 18th! 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](#).

[Make a Nomination](#)

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.

Key Dates for this Award Cycle

- October/November 2010 -- Nominate innovations
- January 2011 -- Vote for best innovations
- March 2011 -- Awards presentation

HHS CTO Todd Park Explains HHSIn...

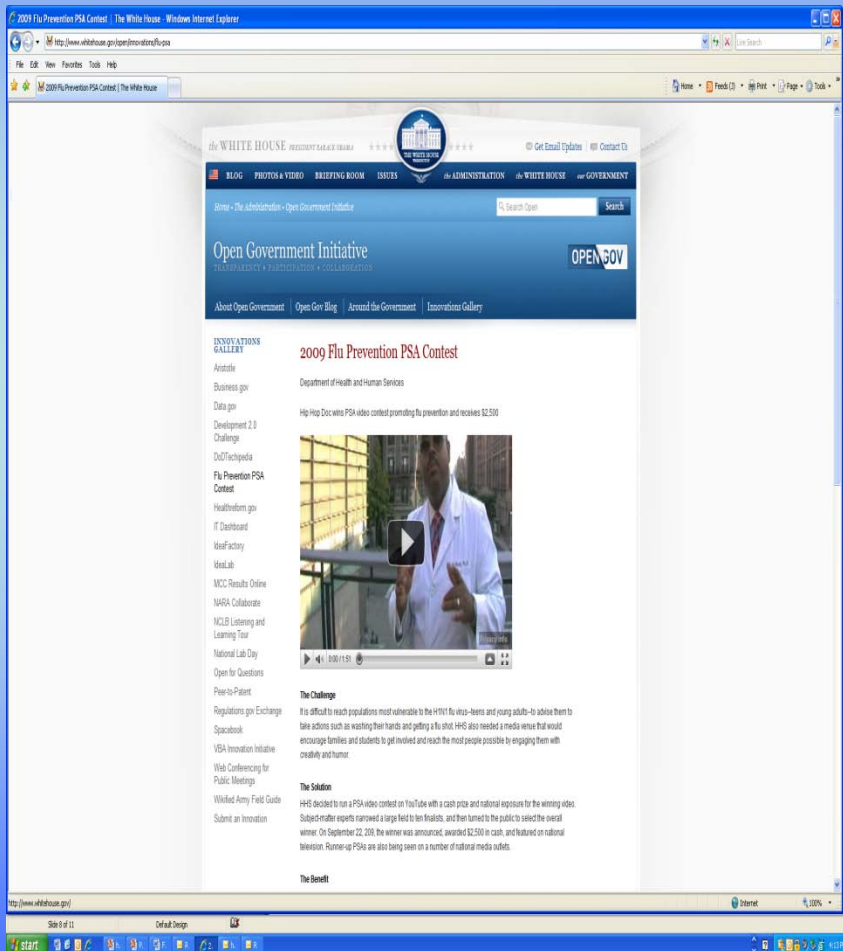
A video player showing HHS CTO Todd Park speaking. The video title is "HHS CTO Todd Park Explains HHSIn...". The player includes a play button, a progress bar showing 0:00 / 7:26, and a "Privacy info" link.

HHS: A Culture of Innovation

A video player showing "HHS: A Culture of Innovation". The video title is "HHS: A Culture of Innovation". The player includes a play button and the word "CULTURE" at the bottom.

Monday, October 18, 2010

Prizes and Challenges



Ideation Tools & Platforms at HHS

The screenshot shows the FDA website's 'Improving FDA Tobacco Retailer Communication Tools' forum. The page header includes the FDA logo and navigation links. The forum title is 'Improving FDA Tobacco Retailer Communication Tools Forum' with a 'Sign in' button. A call to action asks users to help identify or improve communication tools for tobacco products. A '10 votes left' badge is visible. Below the text is a search bar with the placeholder 'I suggest FDA add these tools to improve tobacco retailer education' and a 'Search' button. A list of forum posts is shown, including 'Printed posters', 'It would be great if there were an FDAstore where we could order materials, pubs, videos, etc.', 'High School Liasons', and 'Low literacy handouts w/simple easy-to-use information in multiple languages including Spanish'. The page footer contains a note about accessing information in different file formats and a navigation menu.

The screenshot shows the 'IdeaLab' website. The header features the 'IdeaLab' logo and the tagline 'Connecting people to make good ideas better.' A search bar is located in the top right. The main navigation includes 'Home', 'All Posts', 'FAQ', 'Challenges', 'Ideas', and a 'Log in' button. The main content area is titled 'Welcome To IdeaLab!' and features two large icons: a glowing lightbulb labeled 'Ideas' and a stylized head with question marks labeled 'Challenges'. Below the icons is a welcome message: 'Welcome to CDC's IdeaLab! The CDC community is made up of incredible individuals that have a wealth of knowledge accumulated over a lifetime of personal and professional experiences. The purpose of the IdeaLab is to make great ideas—even better—by capturing and more fully utilizing CDC's collective knowledge. This CDC-wide shared work space is designed to let individuals share or seek ideas from colleagues physically located all over the world. As you enter this portal, you will have the opportunity to use your insights and experiences to help colleagues build high impact solutions to important public health challenges and help support CDC's role as a steward of the public's health.' On the right side, there are sections for 'Random Post', 'Browse Posts', and 'Recent Comments'. The footer includes a 'Top | Feed | Questions? Ask Joanne Andreadis' link.

“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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Promoting Innovation at State



US Coast Guard Innovation Expo

Tampa, FL

November 3, 2010

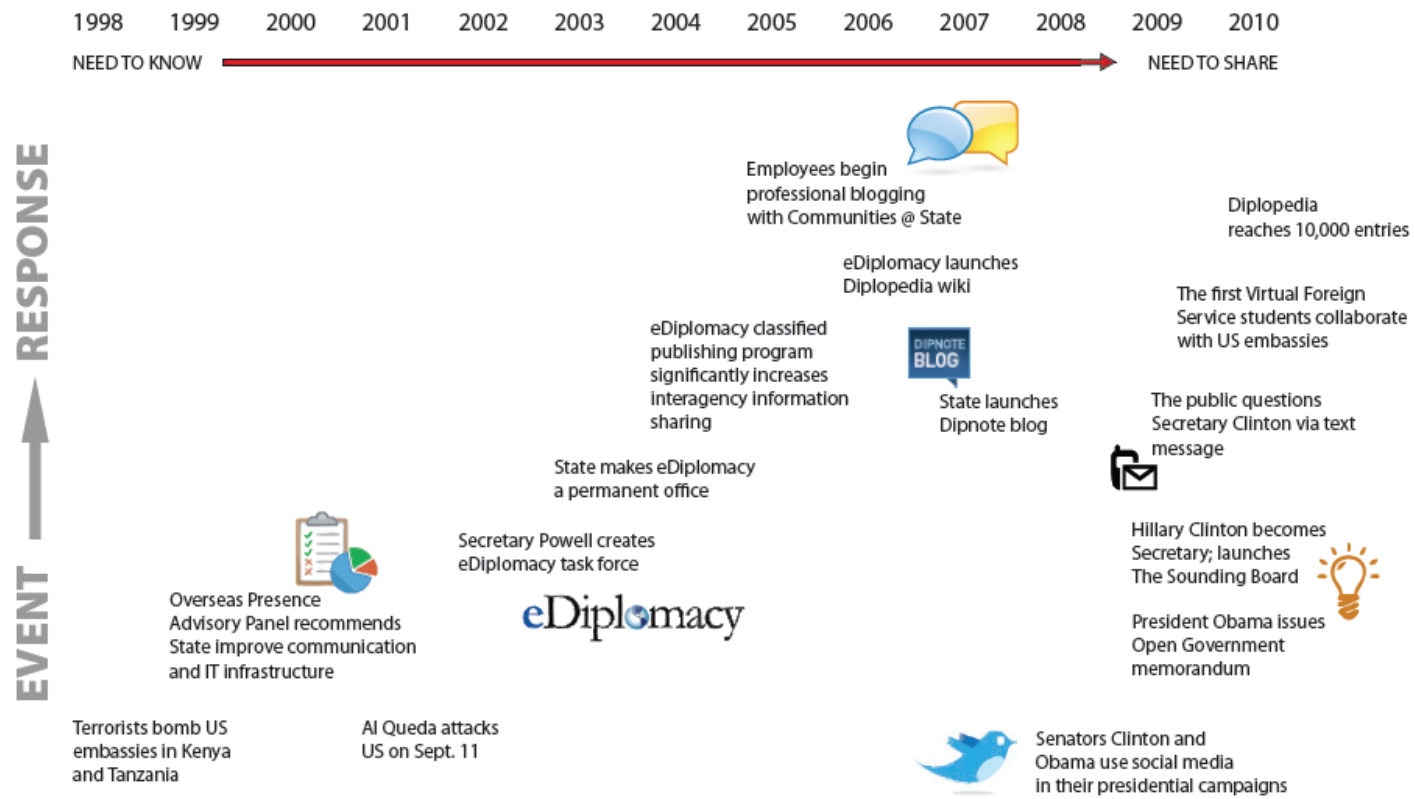


United States Foreign Service Posts and Department of State Jurisdictions, February 2006

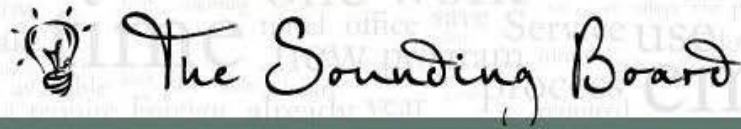


Cultural Innovation

Catalysts for culture of transparency and collaboration US Department of State



Ideation Forum



[HOME](#) [SOUNDING BOARD](#) [WE ASK YOU](#) [BLOG](#) [MY PROFILE](#) [FAQs](#)

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.



SUBMIT IDEA

Recent Sounding Board Ideas

Most Recent [Most Comments](#) [Most Votes](#)

Title	Date & Time	Views	Comments	Votes
LEAP Equivalent for All Direct Hire DS E... My idea is to provide LEAP or LEAP-equiv...	10/22/10 10:13am	302	3	15
Standardize Duty Officer Manual and Shar... My idea is that CA should issue a standa...	10/21/10 9:39pm	62	1	11
Index Tags - Don't Just Start at One Many office supply cabinets are filled w...	10/21/10 6:51pm	48	1	-1
Standard Business Cards for All DOS Empl... My idea is to make a single business car...	10/21/10 9:37am	792	15	81
Establish a Department of State Outstand... My idea is to establish a Department of ...	10/20/10 6:30pm	418	4	17

Displaying results 21 - 25 of 1595

« First [Previous](#) [3](#) [4](#) [5](#) [6](#) [7](#) [Next](#) » Last »

[See all items...](#)

SB Community Statistics

1,595 ideas
13,516 comments
3,615 votes
7,606 users

Categories

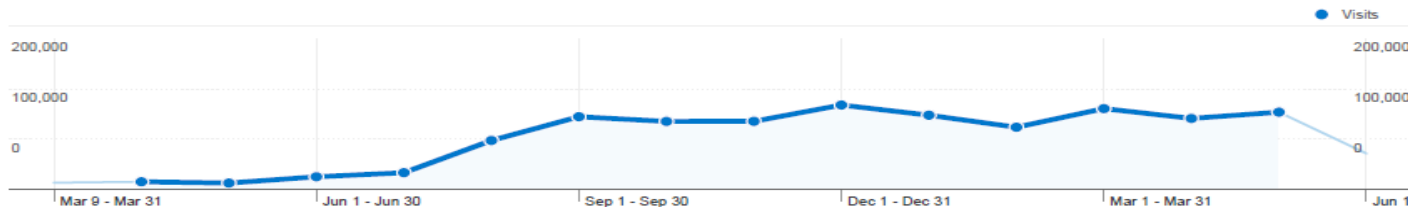
Consular
Green
Facilities - Domestic
Facilities - Overseas
Information Technology
Operations
People
Policy Implementation
Public Affairs/Diplomacy
Training



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

62.96% Bounce Rate

2,148,155 Pageviews

00:02:07 Avg. Time on Site

2.04 Pages/Visit

15.08% % New Visits

Visitors

27,000
unique
visitors per
month

Commenters

10,000
comments

Contributors

1800 ideas submitted



Communication Challenge

Communication Challenge

- About this Challenge
- View Challenge Ideas
- My Challenge Details



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

Challenge Stats

76 ideas
351 comments
426 votes
1,870 users

The Three Things Challenge, a Sounding 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 amgt ams ariba asec award bidding blackberry briefingmemos budget bus businessprocess cable cables
clearanceprocess client collaboration communication countries crisismanagement customerservice
diplopedia distribution documentsecurity e2travel efficiency emergencypreparedness evaluation extensions fam
feedback goals green hr hronline humanresources improvement index information informationmanagement
internet internet/intranet it knowledgemanagement logistics mail management mat mission morale
notifications officesupplies paper phone phonenumber plainlanguage portal projectedvacanciesbybureau publicdiplomacy
purchasecard reporting self-awareness shuttle simplify smart socialnetworking sort staffingpattern suspendedate
technology telegrams training travel vacancy wae weather web webgram workflow yellowpages





Contact and Reference Materials

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More information:

<http://www.state.gov/m/irm/ediplomacy>

@eDipAtState

