

# CIVIC CROWDSOURCING PLATFORMS

## - towards a FACEBOOK strategy


a follow-up on a master thesis in 'Sustainable Cities' @ AAU Cph.

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# CIVIC CROWDSOURCING PLATFORMS

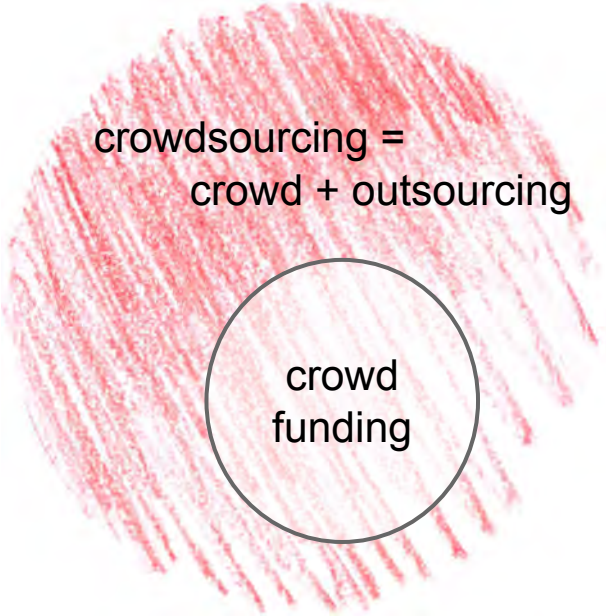
- towards a FACEBOOK strategy



crowdsourcing =  
crowd + outsourcing

# CIVIC CROWDSOURCING PLATFORMS

- towards a FACEBOOK strategy




crowdsourcing =  
crowd + outsourcing

crowd  
funding

# CIVIC CROWDSOURCING PLATFORMS

- towards a FACEBOOK strategy



crowdsourcing =  
public participation?

access, accountability, ...

# **CIVIC CROWDSOURCING PLATFORMS**

## **- towards a FACEBOOK strategy**

programme

**///1. presentation: international examples of civic crowdsourcing (with Q&A)**

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## **- towards a FACEBOOK strategy**

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- ///1. presentation: international examples of civic crowdsourcing (with Q&A)**
- ///2. discussion: democratic controversies**

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## - towards a **FACEBOOK** strategy

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- ///1. **presentation: international examples of civic crowdsourcing (with Q&A)**
- ///2. **discussion: democratic controversies**
  
- ///3. **presentation: matching civic crowdsourcing with facebook functionalities**

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- ///1. **presentation: international examples of civic crowdsourcing (with Q&A)**
- ///2. **discussion: democratic controversies**
  
- ///3. **presentation: matching civic crowdsourcing with facebook functionalities**
- ///4. **hands-on: towards a facebook strategy for Områdefornyelse**



# CIVIC CROWDSOURCING PLATFORMS

## - towards a **FACEBOOK** strategy

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- ///1. **presentation: international examples of civic crowdsourcing (with Q&A)**
- ///2. **discussion: democratic controversies**
- ///3. **presentation: matching civic crowdsourcing with facebook functionalities**
- ///4. **hands-on: towards a facebook strategy for Områdefornyelse**

# **#1: the current state of civic crowdsourcing**

time goal: 25 min

# #1: the current state of civic crowdsourcing

- mål show what has been tried before and present a classification
- hvordan 'live click-through' of platforms



round #1: the current state of civic crowdsourcing

'idea collection &  
discussion'-  
centred  
platforms





## Summary & remarkable points:

- can be licensed for your community/company (already 400 customers)
- to collect ideas for challenges (plus feedback with surveys/polls)
- contains a list of city officials which 'listen'; they tag ideas as being reviewed/in progress/implemented or not feasible
- has a fun reward system (points for contributions => vouchers etc.)

The screenshot shows the homepage of ideoffensiv.dk, a civic crowdsourcing platform for Skanderborg Kommune. The header includes the site name and a navigation menu with tabs for 'Forside', 'Idéer', 'Holdninger', 'Handlinger', and 'Temaer'. Below the navigation is a flow diagram with three stages: 'Idéer' (Ideas), 'Holdninger' (Opinions), and 'Handlinger' (Actions). The 'Idéer' stage is highlighted in pink and contains the text: 'Her kan du dele dine idéer og så idéer som andre har delt'. The 'Holdninger' stage is in blue and says: 'Du kan se, hvad andre mener om idéer og give din egen feedback til dem'. The 'Handlinger' stage is in green and says: 'Du kan følge, hvordan kommunens idéoplysninger bliver omdannet til handling'. Below the flow diagram, there are three columns of content: 'Aktuelle temaer' (Current topics), 'Nyligste idéer' (Latest ideas), 'Holdninger' (Opinions), and 'Nyheder' (News). The 'Nyligste idéer' column lists several ideas with their dates and topics, such as 'Aktivt søbad' and 'Søbad i Dyrehaven'. The 'Holdninger' column shows comments on ideas, like 'Jytte Kruse har tilføjet en kommentar til ideen svømmehaller i de mindre byer'. The 'Nyheder' column has a link to 'Se alle nyheder'.

## Summary & remarkable points:

- collecting citizen ideas in Skanderborg Kommune to current challenges the municipality faces
- starting discussions around them
- transforming the ones deemed as relevant into actions...
- ...and dealing with them in a rather classical way

# tagdel.dk Byen



## Summary & remarkable points:

- powerful framework for important, societal discussions
- from which the translation into actions is weakly supported by the platform
- almost not used by public authorities yet, which might change with the new TagDel Byen orientation





## Summary & remarkable points:

- a Danish platform initiated by RealDania & Energistyrelsen and operated by DAC
- aims at crowdsourcing (only) ideas to a challenge against a deadline; no further involvement in the idea; sometimes prizes for best ideas
- mostly challenges in the built environment with a limited angle of community involvement



## Summary & remarkable points:

- university project to create discussion around two different future scenarios for Bristol (UK)
- but discussion functionality is disconnected to the future scenarios as such
- no translation into action
- little traffic

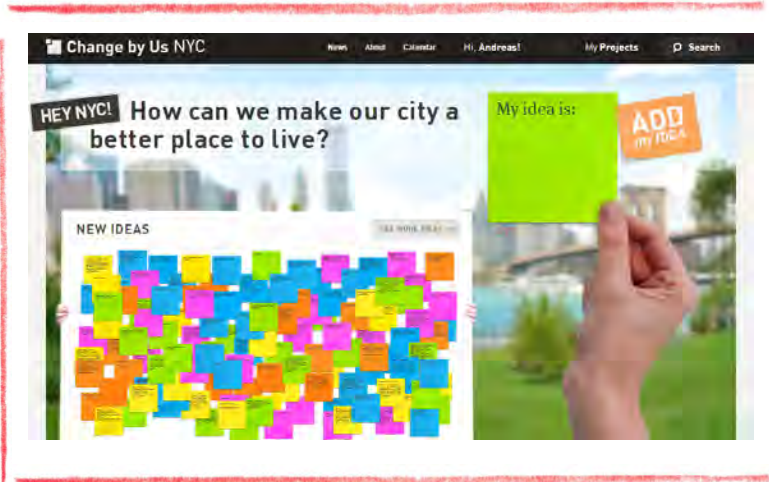
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# nyc.changeby.us



## Summary & remarkable points:

- carried by the municipality of NYC
- functionalities to contribute with either raw ideas, as also to existing projects, e.g. by pledging volunteering hours or equipment
- strong features to build network to other existing initiatives & resources
- but seems to initiate few new projects and could need also a stronger moderation



POSSIBLECITY

## ABOUT

Possible City is a collaborative platform that connects **people, imagination, skills**, and collective resources to transform abandoned **spaces** into generative places.

We're building community dialogue around abandoned spaces with a focus on confronting the digital divide, by posting signage on vacant lots to prompt ideas from residents via text, tweet and write-in paper form. At the same time we're e artists, designers, urban farmers and small business people to float ideas of their own - and helping them find the const resources, and people they need to get their projects on the ground.



## Summary & remarkable points:

- community-carried platform in Philadelphia, which lists (50.000!) vacant spaces (both public and private) and tries to connect them with project ideas / project initiators from
- putting up signs on those vacant spaces to fuel also the offline discussion
- seems to draw successfully on ideas from different sources, like e.g. proposals by urban design students

# Seattle Neighborhood Matching Fund

The screenshot shows the Seattle Department of Neighborhoods website. At the top, there is a navigation bar with links for 'Departments', 'Services', 'Staff Directory', and 'My.Seattle.Gov'. Below this is a search bar and a 'GO' button. The main header features the Seattle logo and the text 'Seattle Department of Neighborhoods' with links for 'Home', 'About Us', and 'Contact Us'. A sub-header reads 'Strengthening Seattle by actively engaging all communities' and identifies 'Bernie Agor Matsuno, Director'. A secondary navigation bar includes 'Events', 'Get Involved', 'News', 'Resources', and 'Customer Service Bureau'. The main content area is titled 'Neighborhood Matching Fund' and includes a photo of a group of people. To the left, there is a sidebar with a 'Neighborhood Matching Fund' section containing links for 'NMF Online Application', 'The Funds', 'FAQs (Frequently Asked Questions)', and 'NMF Events'. The main content area features a 'Related Posts from Frontporch Blog' section with three entries: 'Learn about Seattle's Neighborhood Matching Fund at an Upcoming Workshop' (dated 05/02/14), 'In Struggle: Asian American Acts of Resistance Opens May 1' (dated 04/30/14), and 'The Place to BEE Sunday, May 4!' (dated 04/25/14). On the right side, there is a 'DEADLINES' section with three categories: 'Small Sparks Fund' (Year-round), 'Small and Simple Projects Fund' (Applications: February 3, 2014; June 2, 2014; October 6, 2014), and 'Large Projects Fund' (Applications: May 5, 2014). A '2014 Guidelines' link is also present.

## Summary & remarkable points:

- Government-driven initiative, which invites civil society to apply for urban project funding
- Every effort the community makes in the approved projects (also volunteered time), is matched with government dollars
- Besides Brickstarter the only example, which aims at strong inter- linkage of public and private efforts... but operational since many years

'idea collection &  
discussion'-  
centred  
platforms



'facilitating  
offline  
engagement'-  
centred  
platforms



'crowdfunding &  
disseminating'-  
centred platforms

The screenshot shows the Spacehive website interface. At the top, there is a navigation bar with the Spacehive logo and three main sections: 'Discover' (Browse by initiative), 'Create' (Launch project), and 'Find out' (How it works). Below the navigation bar, the 'Featured Project' section is highlighted. The project is titled 'The Flyover Liverpool' and is categorized as 'Manchester'. The project description reads: 'We want to turn a concrete flyover into an amazing urban park for Liverpool - a vibrant place full of life, trees, shops, exhibitions & joy. Help us bring our vision to life!'. A video player is embedded in the project description, showing a 3D architectural rendering of the proposed urban park. To the right of the video player, there is a section titled 'What people say' featuring a quote from Francis Castro, Project Campaigner, The Dog Gym. The quote reads: 'We're always looking for innovative ways to fund our park and open spaces, especially now money is tight. Spacehive is exciting because it lets the community donate directly to great projects, or raise funds online in a manner that's easy and highly engaging for everyone.' Below the quote, it identifies Francis Castro as the Project Campaigner for The Dog Gym. At the bottom of the featured project section, there is a progress bar showing the amount raised (£40,848) and the target amount (£40,848). Below the featured project, there is a section for 'Other interesting projects'.

## Summary & remarkable points:

- a powerful example of a civic crowdfunding platform in UK
- with a smart mechanism of combining the raised money from citizen with money sources from foundations/etc.
- makes very transparent where money is needed for and comes from
- strong connection to other social media networks



# neighbor.ly



## Summary & remarkable points:

- civic crowdfunding around the area of Kansas City, US
- strong pre-screening mechanism, where only municipalities and associations/NGOs can propose projects
- many infrastructure projects, which would be carried in DK by the municipality; platform aims to add to scarce public funding

# growfunding.be



## Summary & remarkable points:

- pure urban crowdfunding platform, which was part of a research project that focuses on the context of Brussels (platform was operational for only 2 month, now evaluation)
- completely civil society driven, but the setup got supported with government money
- few project, but very successful funding of them

# Brickstarter

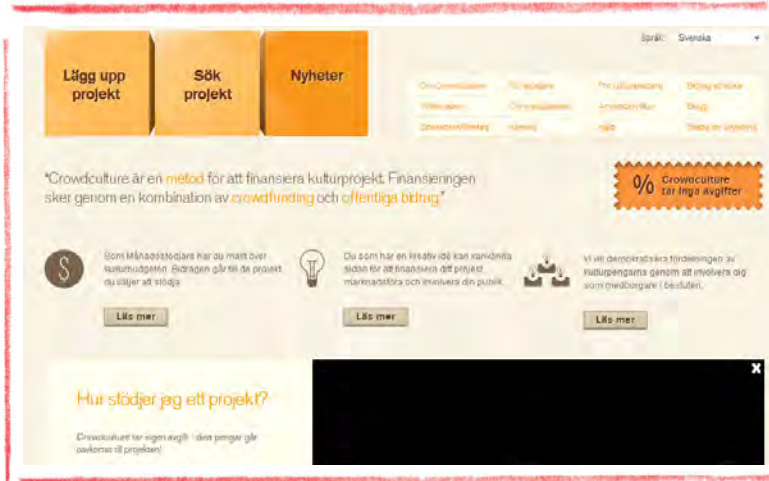


The screenshot shows the Brickstarter website interface. At the top, there is a navigation bar with the logo 'BRICK STARTER' and links for 'Start a project', 'Find a project', 'About this site', and 'Join/Sign in'. Below the navigation bar, there are tabs for 'Overview', 'Pitch', 'Get involved', 'Backers', and 'Details'. A progress bar indicates the current funding status: 'CURRENTLY £22,145' out of a 'Target €30,000 /' with '24 days left'. The main project title is 'Aaltogrotto' with a 'RACE THIS PROJECT' button. Below the title, there are sections for 'PROJECT', 'SUGGESTION', 'WHAT WE NEED', and 'BADGES EARNED'. The 'SUGGESTION' section describes a co-working space in a disused staircase on Mannerheimintie, backed by Johanna Karjalainen and 142 others. The 'WHAT WE NEED' section lists a 'Medium-size Brickstarter development package'. The 'BADGES EARNED' section shows various icons representing different achievements.

## Summary & remarkable points:

- A not-implemented prototype by the Finnish innovation tank Sitra
- tried (unsuccessfully) to establish a platform, which encompasses crowdfunding and crowdsourcing of volunteers
- imagines a very open planning and meeting culture, where all documents and planning steps are accessible
- draws on elements of gamification

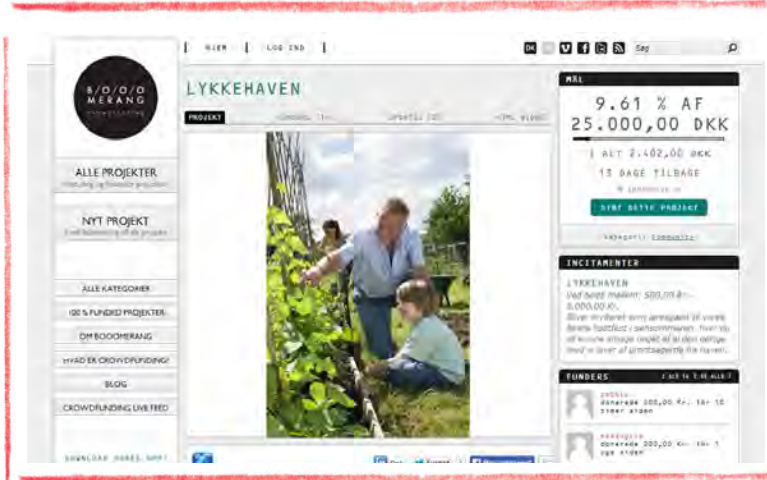
# crowdculture.se



## Summary & remarkable points:

- crowdfunding platform for cultural projects in Sweden, with very innovative public budgeting mechanisms; you can
  - become a member on the platform and your 'like'-clicks of projects are translated into public budget for the project
  - input your own cultural projects, crowdfund money for them, apply for public and private funds
  - as a foundation make your funding pool accessible

# boomerang.dk



## Summary & remarkable points:

- crowdfunding in Denmark
- mostly used for cultural and art projects, but also a few projects which an urban planning angle, e.g. urban gardening
- offers e.g. municipalities to setup a curated crowdfunding space for their projects

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'idea collection & discussion'-centred platforms

mind  
mixer  
.com

ideoffen  
siv.dk

changeby.us

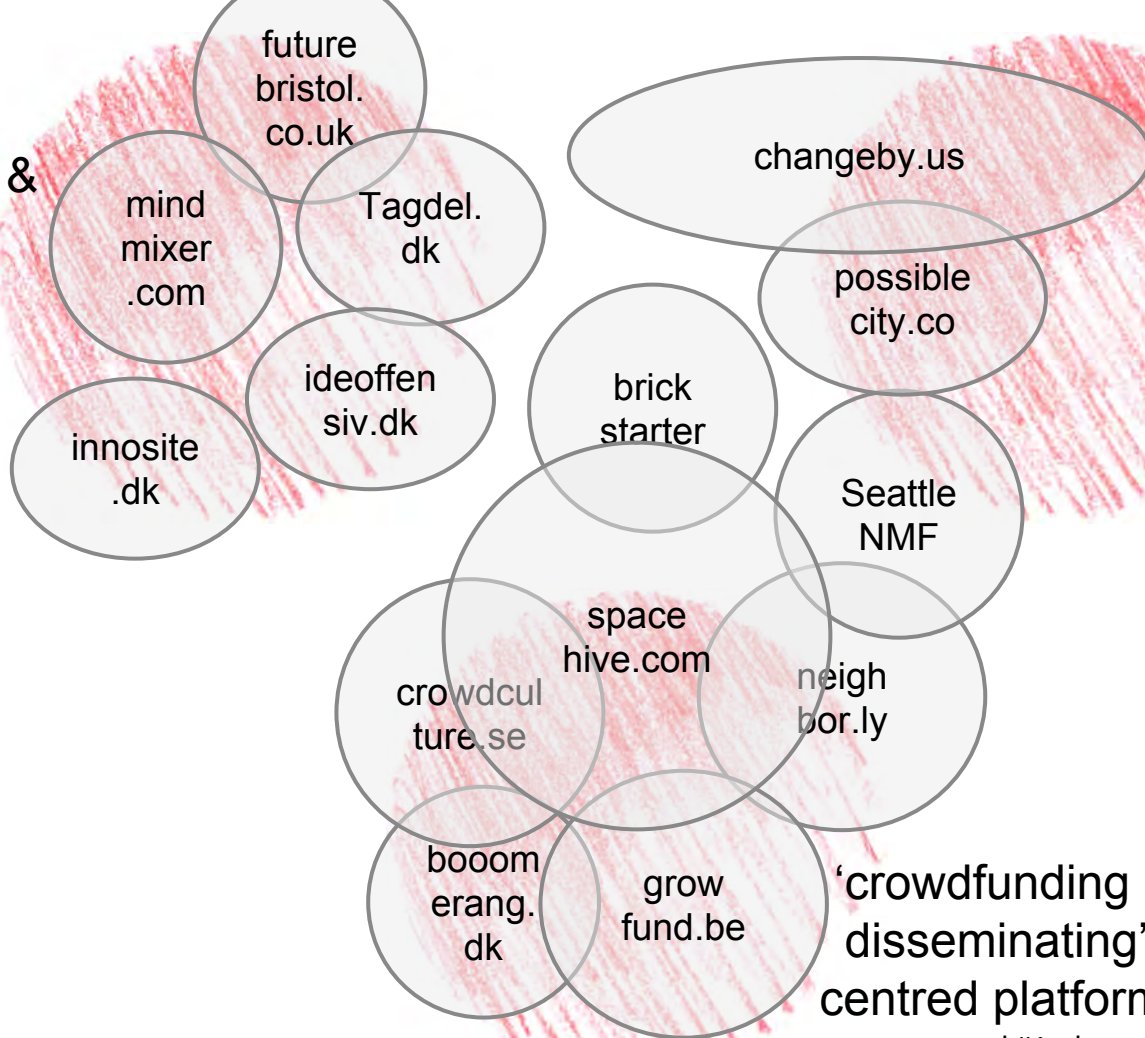
'facilitating  
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space  
hive.com

'crowdfunding & disseminating'-centred platforms

round #1: the current state of civic crowdsourcing

'idea collection & discussion'-centred platforms



'facilitating  
offline  
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platforms

'crowdfunding & disseminating'-centred platforms



# **#2: exploring controversies**

time goal: 15 min

# #2 discussion: exploring controversies

mål

reach understanding of democratical implications of crowdsourcing  
(more abstract discussion, which enables a critical perspective)

# **#3: matching civic crowdsourcing with facebook functionalities**

time goal: 12 min

# #3: matching civic crowdsourcing with facebook functionalities

mål                      creative use of facebook = crowdsourcing

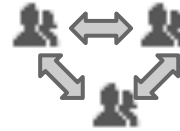
hvordan                click through facebook prototype

# groups vs. pages on facebook

pages

groups

how?



# groups vs. pages on facebook

## pages

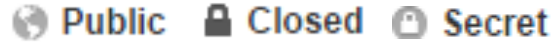
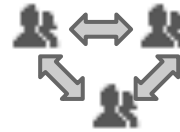
how?



who?



## groups



# groups vs. pages on facebook

## pages

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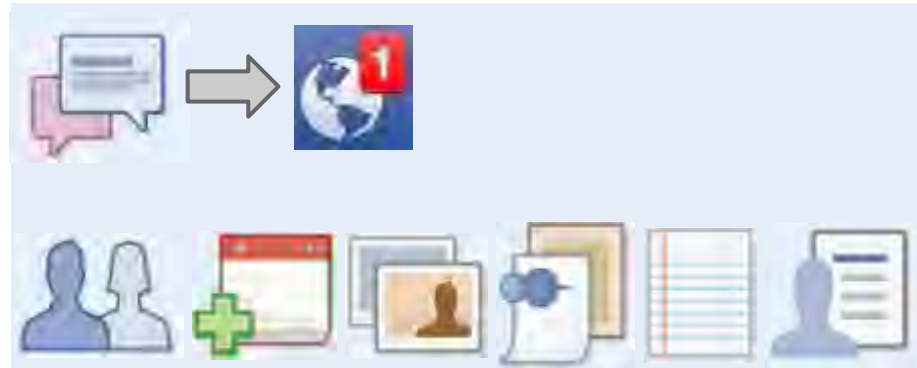
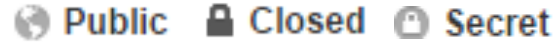
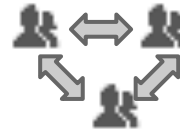
who?



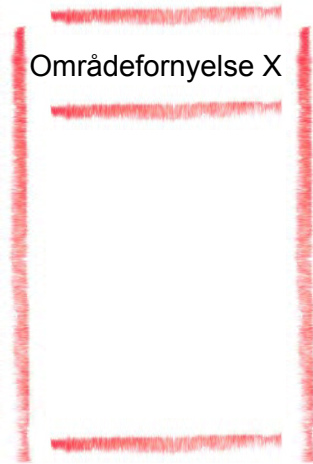
what?



## groups



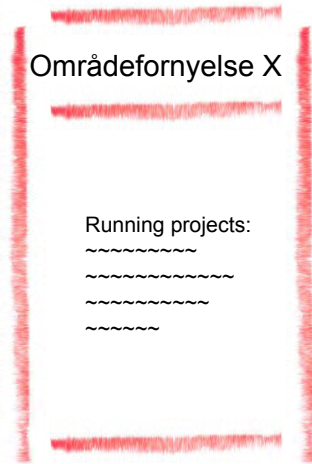
# layout of our prototype



starting with a page

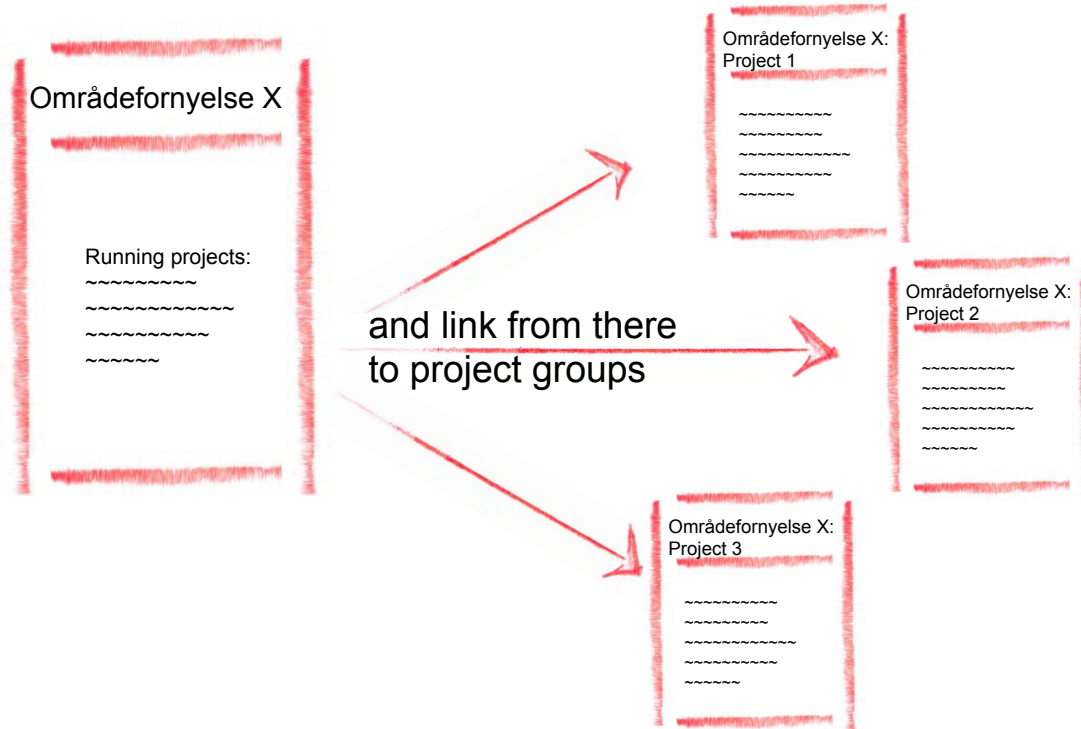


# layout of our prototype

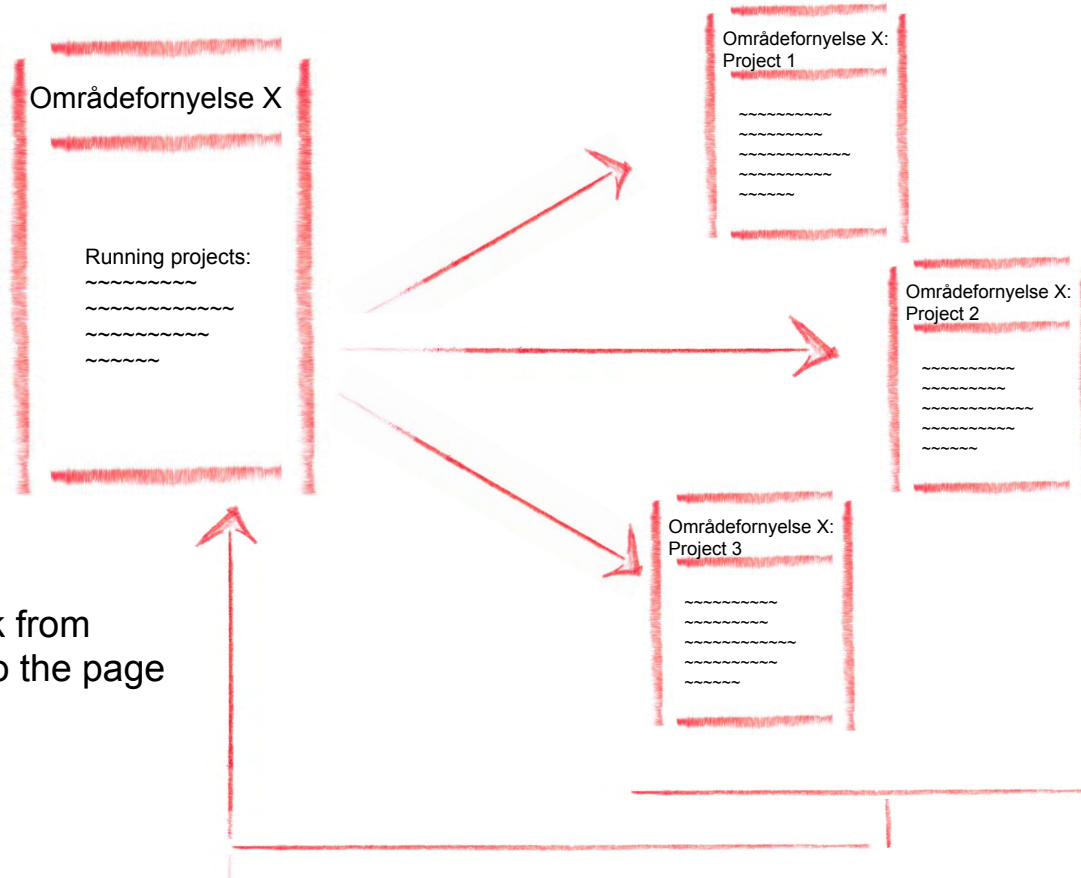


starting with a page ('the foyer')

# layout of our prototype



# layout of our prototype



# #4: hands-on - towards a facebook strategy

time goal: 40 min

# #4: hands-on - towards a facebook strategy

- mål
  - > apply previous parts and make them useful for your daily work
  - > a concrete product for you to take away
- hvordan
  - discussing a facebook strategy in small groups (will be recorded)

# Opgave: Lav en facebook-strategi, som omfatter crowdsourcing-elementer!

---

## mål?

---

/// Hvad vil vi gerne have ud af at bruge Facebook på en ny måde? Nå ud til andre borgere end normalt? Skabe mere forskelligartede ideer? Få information bredere ud? Administrere møder mere effektivt? Samarbejde med lokale ressourcer / interessenter? Organisere frivilligt arbejde (også mindre bidrag, som fx at fremstille en plakat eller grille hotdogs)? Gør det muligt for borgerne at se, hvad der er sker i de forskellige projekter? Crowdfunding?

*eller den anden vej rundt:* /// Hvordan kan vi bruge Facebook til at støtte de mål, som vi har i vores OF-program? Hvad skal i fokus på vores facebook-side? Idégenerering og diskussion? Samarbejde med lokale ressourcer (frivilligt arbejde, netværk, steder)? Lokale projekter, som søger finansiering?

# virkemidler?

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/// Hvordan kan vi inddrage de lokale ressourcer? Lav en liste på facebook over organisationer i nabolaget, som kunne blive en del af kommende projekter? Tilskynde lokale aktører til at køre crowdfunding-kampagner? Lave en liste på facebook af borgere, der ønsker at bidrage til forskellige opgaver?

/// Hvordan kan vi forbinde *online* og *offline* bedre? Er det en strategi der støtter det, som vi allerede gør? Hvordan forbinder vi arbejdet på Facebook med vores normale arbejdsgange?

/// Hvor kan forsøge med en ny facebook-strategi placeres? Har vi brug for en central politik? Et uafhængig eksperiment i et områdefornyelsesprogram?

/// Hvordan kunne vi få flere til at "*like*"/*tilmelde sig til* vores side? Kampagner med uddeling af flyers i nabolaget? Betalte facebook-annoncer? Gå ud i området med bærbare computere/tablets og vise folk, hvad de kan gøre på vores Facebook-side?

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# virkemidler?

/// Hvordan kan facebook-siden og *fysiske (offline)* møder være stærkere/mere integreret? Kan input fra facebook tages op til møder? Lave Facebook-begivenheder og reklamere for dem? Udgive mødereferater på facebook? Prøve at få deltagerne til at organisere/aftale møder via facebook-siden? Spørge på Facebook, om nogen kan skaffe lokaler til et møde?

/// Kan *crowdsourcing* på facebook-siden fortsætte efter områdefornyelsesprojektet er slut? Kan strategien være med til at skabe en veletableret struktur/kommunikationsform, som lokalsamfundet kan bruge til organisere sig igennem, når områdefornyelsesprojektet er slut? Hvem kunne overtage facilitering af siden? Er crowdfunding en metode til at finansiere flere projekter på?

/// Hvor meget arbejde tror vi, at det er at *køre/facilitere* en facebook-side? Kan vi overdrage arbejdet med facebook-siden fra planlæggerne/projektmedarbejderne til borgerne/andre deltagere? Hvordan evaluerer vi brugen af Facebook? I sparet tid/penge eller i en "bedre proces"?

/// Hvilke information/planlægningsdokumenter/samtaler kan være tilgængelig på Facebook? Kan brugen af Facebook skade forhandlinger/samarbejdet med lokale aktører, som kræver en vis tillid? Er det et problem fra et juridisk perspektiv at gøre planlægningsdokumenter tilgængelige på Facebook?

**Mange tak for i dag!**