



Source: MIT Sloan Review

Organizing Crowdsourcing Activities

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**SOCIAL
INNOVATION
IN HEALTH
INITIATIVE**

Outline

- Introduction
- Clarify contest roles and responsibilities
- Clarify contest purpose
- Steering Committee
- Call for contributions
- Prize structure
- Examples



Source: Shutterstock

Introduction

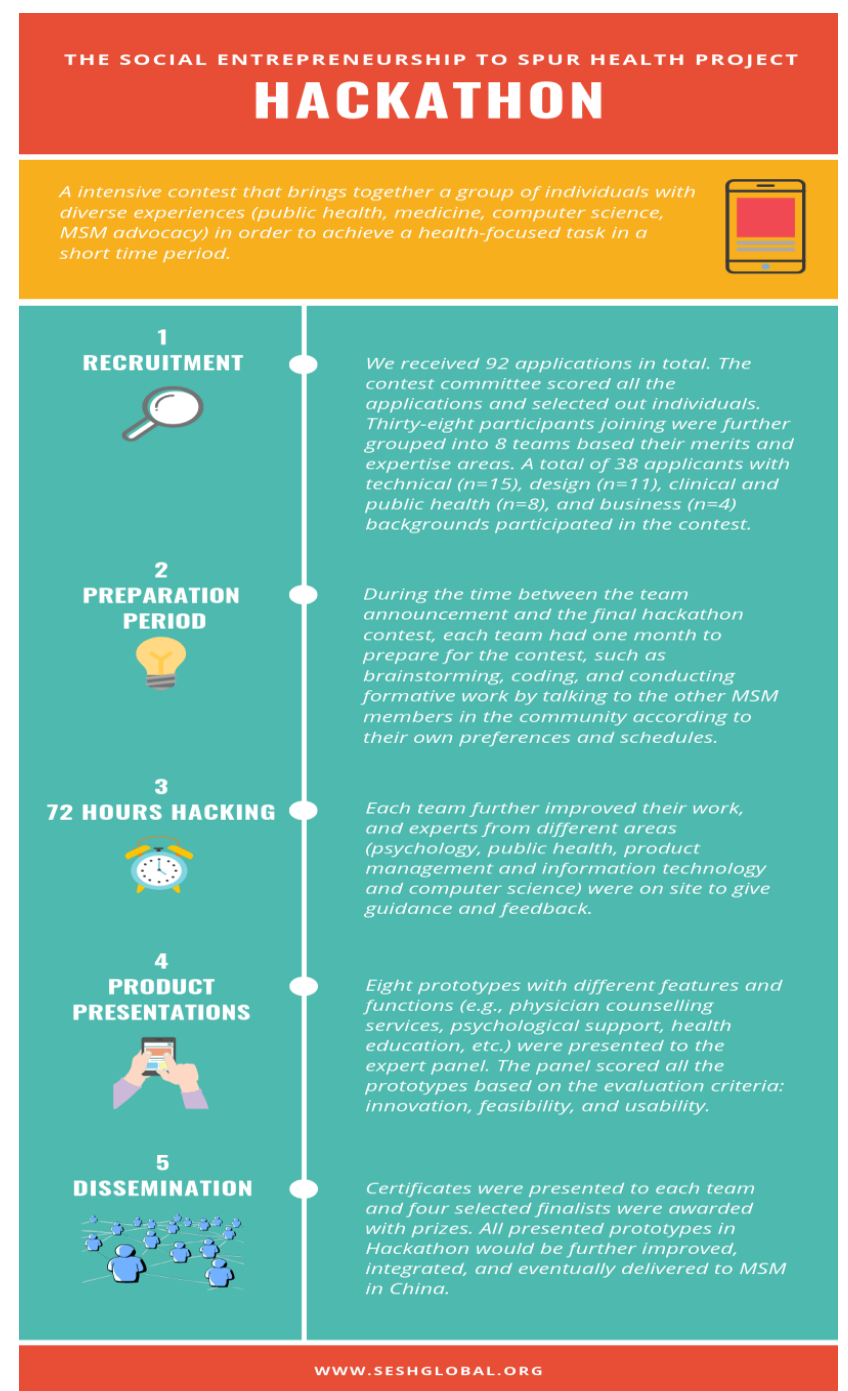
- Now you have settled on crowdsourcing
- Who to include as partners?
- How to organize either as research or as a program?
- How to plan the next steps?
- How to bring along diverse community groups and individuals?



SESH hackathon, May 2019. Guangzhou, China

Roles and responsibilities

Group	Roles and responsibilities
Host organization	<ol style="list-style-type: none"> 1. Identify partner organizations; 2. Identify potential steering committee members; 3. Create a first draft call for contributions (including prize structure) 4. Have some communications capacity 5. Administrative and logical aspects of contest
Partner organizations	<ol style="list-style-type: none"> 1. Identify potential steering committee members; 2. Disseminate a call for contributions
Steering or Advisory committee	<ol style="list-style-type: none"> 1. Provide leadership and guidance for the contest; 2. Clarify the purpose of the contest and determine the structure of the contest; 3. Provide feedback on the call for contributions; 4. Finalize the prize structure



Clarify Contest Purpose

- *Outcome-oriented*: high innovation, fewer prizes of high value
- *Process-oriented*: high engagement, more prizes of less value
- What is your single most important goal?
(broad engagement, a single powerful intervention, policy change)



Finalists in hackathon to be interns at gay tech company, Blued
Source: Reuters

Create a Steering or Advisory Committee

- Key stakeholders who have interest
- Civil society, doctors, government officials, private sector
- Multiple fields and disciplines
- Think about gender, geographic representation, under-represented groups
- Network leaders and influencers
- Include people with the disease



SESH Hackathon Advisor, Dapeng Zhang (Blued)
Expertise in tech, gay community organizing, HIV

Steering Committee Function

- High-level advising and guidance
- Promote the contest
- Serve as judges (optional) or help find judges
- Meet every 1-2 months for a 60-minute teleconference
- Volunteer basis
- Reality check



Teleconference
Source: Zoom

Committee Reviews Call for Contributions

- Call to action should be clear
- Start with a simple question
- Tell a story / share a quote
- Provide rules, purpose, timeline
- Specify judging criteria clearly
- Describe prizes generally to excite, but allow for some flexibility
- FAQs, partner organizations



SESH hackathon call for submissions
Shenzhen, China (courtesy Bolin Cao)

Call for Contributions



Research
Mentorship
Challenge Contest

DEADLINE:
01 DECEMBER 2019

www.seshglobal.org/TDRmentorshipcontest

 **TDR**
global
For research on diseases of poverty
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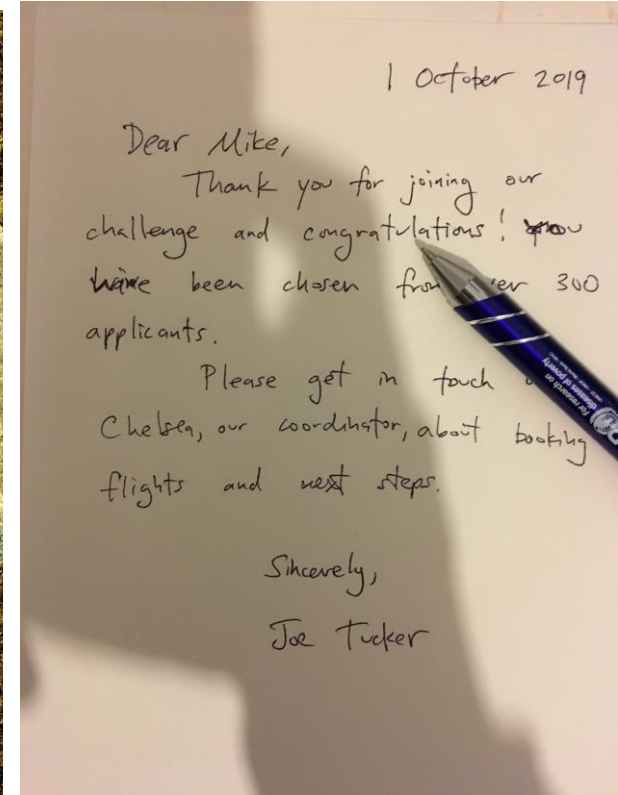
 **Sesh**
Connecting the world

Establish a prize structure

- Official commendations
- Generally avoid cash (unless teams)
- Mentorship often highly valued
- Provide some flexibility
- Demonstrate that you care and pay attention to the details



Award winning quilt. Source: Pixabay



Handwritten note

Avoid Giving Examples

- Examples of strong ideas often contribute to cognitive fixation
- Fine to provide context, but avoid giving examples
- Include statements like “be creative” in the call for submissions



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