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# Crowd4SDG

## The Crowd4SDG Innovation Process (GEAR Cycle)

Francois Grey

UNECE Side Event, Geneva 6 April 2022



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872944*



# Challenge-based Innovation



*“The principal goal of education should be creating men and women who are capable of doing new things, not simply repeating what other generations have done.”*

***Jean Piaget (1896-1980)***





# Project Inspiration



For crowdsourcing to achieve its full potential, governments will need to support projects that promote public participation in measuring progress towards the SDGs. National statistics offices must develop best practices for integrating crowdsourced data.

“SDG indicators need crowdsourcing”

N. Seth and Y. Flückiger, Nature, 23 March 2016

(<https://www.nature.com/articles/531448c>)





# Mission

The overall aim of the Crowd4SDG project is to explore and assess whether, to what degree and according to which scientific standards **citizen science** can contribute to the twin tasks of:

- **tracking progress** towards the SDGs
- generating **grassroots innovation** that enable such progress



# Methodology: GEAR cycle

## **G**ATHER

Selecting with Goodwall  
8 weeks, 250 participants

**M1**

## **R**EFINE

Sharing at Geneva Trialogue  
2 days, 2 participants

**M9**



**M6**

## **E**VALUATE

Coaching with Open17 Challenge  
5 weeks, 50 participants

**M3**

## **A**CCCELERATE

Prototyping with CBI Workshop  
2 weeks, 10 participants





# 1st GEAR Cycle: Climate and Cities

## #OPEN17WATER

**Pitch your idea on how we can tackle urban water resilience**

Application deadline is 4 October 2020  
Midnight CEST

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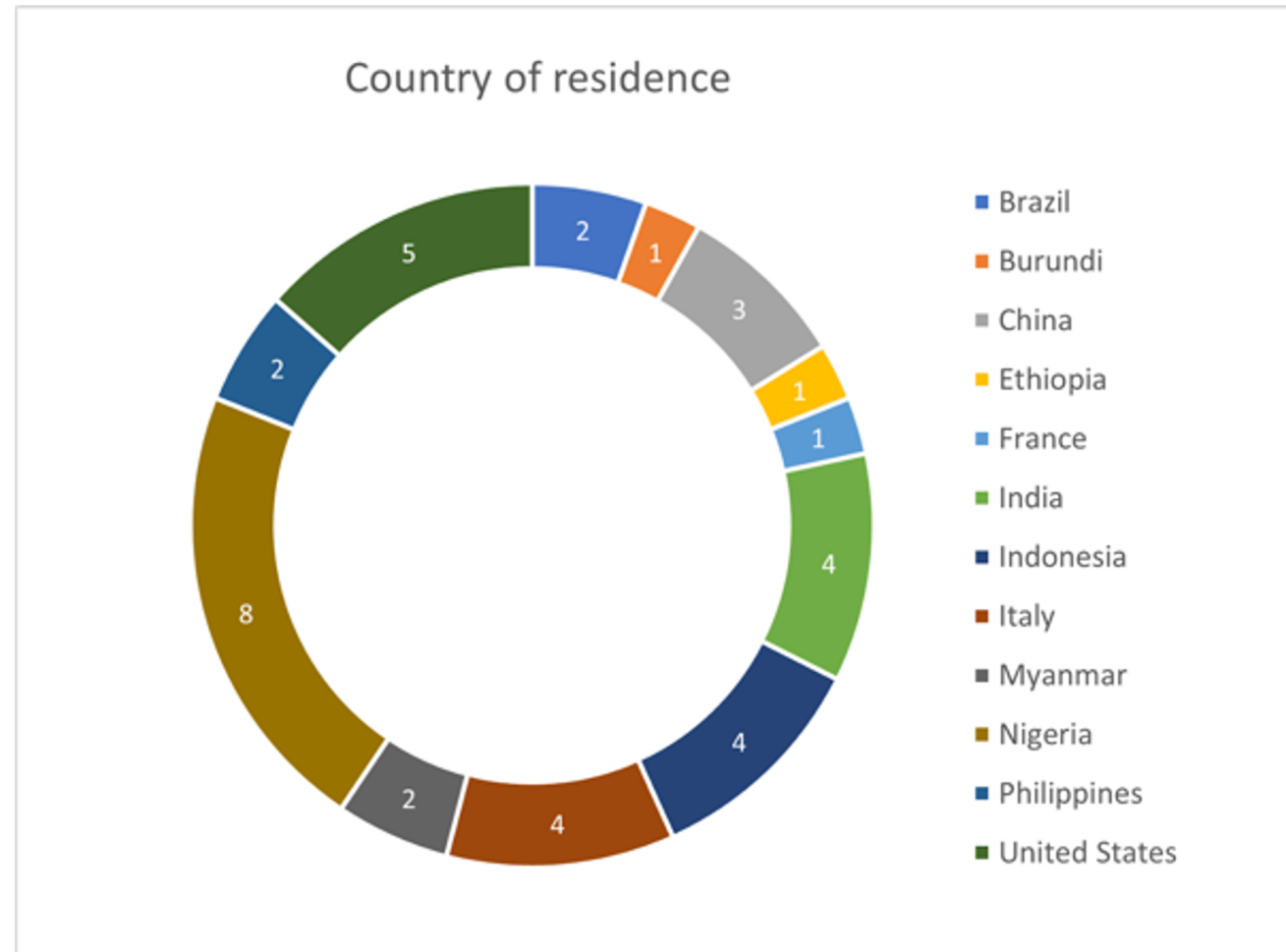
unitar  
United Nations Institute  
for Training and Research



<https://www.goodwall.io/>



# Results: Engaging with Global Youth

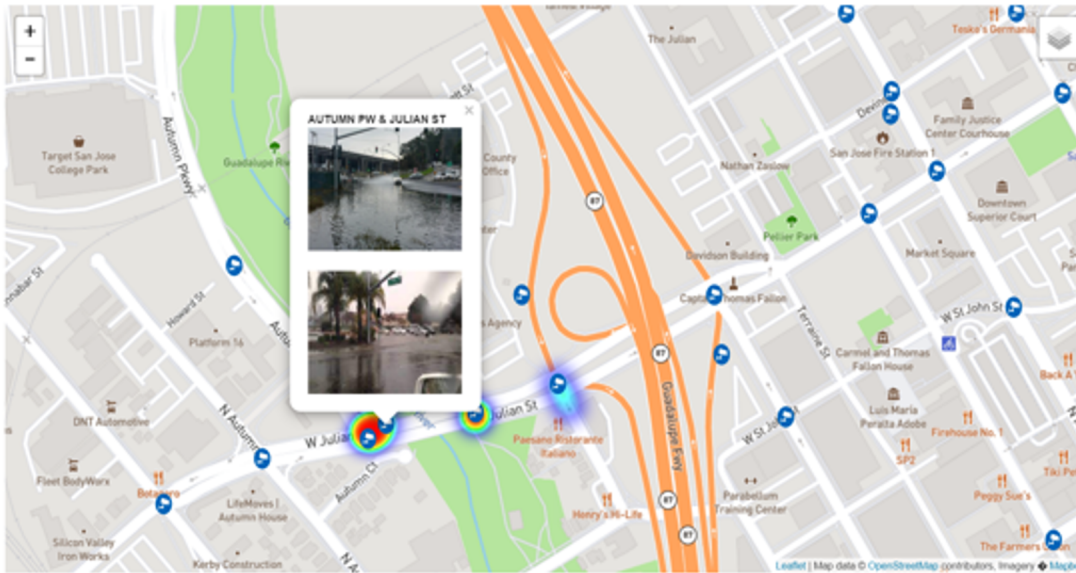




# Results: Creating SDG Entrepreneurs

Project Flood Finder  
Student project from Crowd4SDG  
Based on crowdsourcing and AI

Deeya Viradia  
16 year-old highschool student  
Led the Flood Finder team



Deeya is first author on a poster about her project accepted at ISCRAM 2021  
Flood Finder won competition to join social incubator run by Code for America






# 2nd GEAR Cycle: Climate and Gender

## #Open17ClimateGender

Pitch your idea for tackling climate and gender challenges  
with crowdsourcing solutions

 Deadline 30 September 2021, midnight CEST

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# Donate Water

**Initial Idea:** Solar powered water pumps

**Final Prototype:** Gathering and mapping data about broken water pumps

**Exploitation Plan:** with local Nigerian incubator Afrillabs, Nigerian NSO

The logo consists of a blue water drop icon followed by the text "DonateWater" in a sans-serif font, with "Donate" in red and "Water" in blue.





# Womer

**Initial Idea:** Gathering knowledge about indigenous women and climate change

**Final Prototype:** Gathering and visualizing data on biodiversity in remote regions

**Exploitation Plan:** with SDG Accelerator in Geneva, OHCHR, Colombian NSO



WOMER  
.app





# Timeline : Next GEAR Cycle starts August



Climate Hazards and Cities



Climate Resilience and Gender



Climate Adaptation and Rights

