



Can “smarter crowdsourcing” help countries prepare for and respond to public health crises such as mosquito borne diseases by identifying good ideas and translating them into actionable proposals backed by evidence?

## THE CHALLENGE

Global and complex public health emergencies, such as Zika, Dengue and Chikungunya, threaten public health and well-being, risk disruption to global and regional trade and economic stability, and cause widespread uncertainty and concern. These complex and interdependent problems demand access to expertise:

- ▶ How do public officials discover the most effective and especially the most innovative actions to take quickly?
- ▶ How can those responsible for managing a crisis connect with those who possess the practical know how about what works and what doesn't?
- ▶ How can governments accelerate the ability to ask the smartest and most innovative people to help?

## THE PROJECT

This is where Smarter Crowdsourcing comes in. The Governance Lab and the Inter-American Development Bank in partnership with the Governments of the City of Rio de Janeiro, Argentina, Colombia and Panama, are hosting a four-month series of online conferences to target and mobilize local and global expertise across sectors with relevant experience, skills, and know-how and, above all, with creative ideas for how governments and the public can fight Zika.

Conference topics include:

**Assessing Public Awareness**

**Communication and Behavior Change**

**Trash and Standing Water**

**Information Collection/Data Governance**

**Long Term Care**

**Predictive Analytics**

## RESULTS & IMPACT

- ▶ Generate innovative solutions that help governments prepare for and respond to mosquito borne illnesses.
- ▶ Build an informal, rapid and agile network of experts to get in good ideas for tackling the mosquito borne pandemics and making government more effective.
- ▶ Launch a process for translating articulated ideas into implementable policy proposals that governments can take action on quickly.

Imagine if the epidemiologist, the computer scientist, the urban planner and those with diverse know how could talk to one another to design actionable solutions to the root causes of mosquito borne illness.

Imagine if those creative individuals could speak directly to the institutions with the power and responsibility for delivering new policies and services.

Imagine mobilizing and curating diverse and distributed expertise to identify, design and iterate upon implementable ideas that governments can use.

## SMARTER CROWDSOURCING METHOD

Smarter Crowdsourcing marries the agility and diversity of crowdsourcing (also called open innovation) with curation to target those with relevant know-how and bring them together in a format designed to produce effective and implementable outcomes.

