

From Wikinomics to Macrowikinomics: Rebooting the Innovation Union

Anthony D. Williams, co-author of Macrowikinomics



**Lisbon Council
09 December 2010
Brussels**

**@adw_tweets
<http://anthonydwilliams.com>**

From Wikinomics to Macrowikinomics

Innovation is a broad social imperative



From information highway to global computer



From Wikinomics to Macrowikinomics

The new fabric of connectivity



By: Luc Legay. « My Social network 1st nov 2007 » Work under Licence Creative Commons - Attribution-Share Alike 2.0 Generic



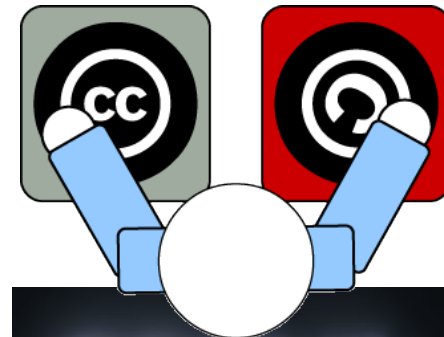
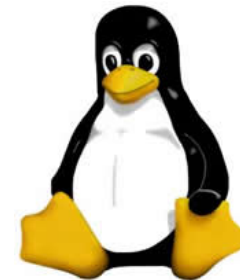
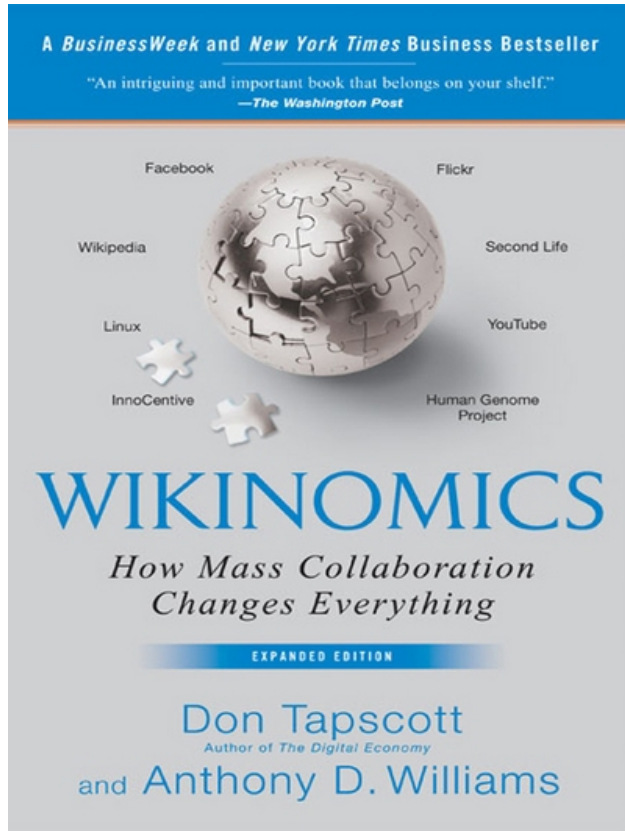
From Wikinomics to Macrowikinomics

Anywhere, anytime access



09/03/2006 9:33 am

Wikinomics: a new paradigm for innovation



Turning a product into a platform

iPhone

- Features
- Why iPhone
- Apps for iPhone
- Gallery
- How To
- Tech Specs
- Buy iPhone


iPhone 3G S

- Phone
- iPod
- Safari
- Mail
- Video Recording
- Photos
- Voice Control
- Messages
- Maps + Compass
- Keyboard
- Cut, Copy & Paste
- Search


Tap Genius to get personalized app recommendations

Tap an app to read a description and user reviews

Browse featured apps, apps by category, or Top 25 apps, or search for apps




Download and install apps wirelessly



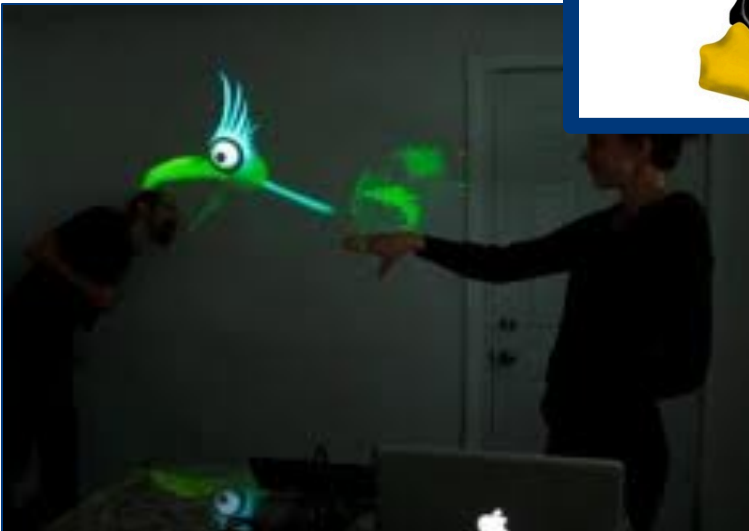
App Store

Discover tens of thousands of apps that let you do even more with your iPhone. Browse apps in categories from games to business, finance to fitness, and more.



Shopping the App Store
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Prosumers push boundaries, invent new uses



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Your own unique Building Guide!



From Wikinomics to Macrowikinomics

Smart companies make it profitable to co-create

If you prefer handheld instructions, we will generate & include your own unique Building Guide.

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Ponoko

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Get making



Got a great idea but need help making it?
Commission someone from our creative
community to make it for you.

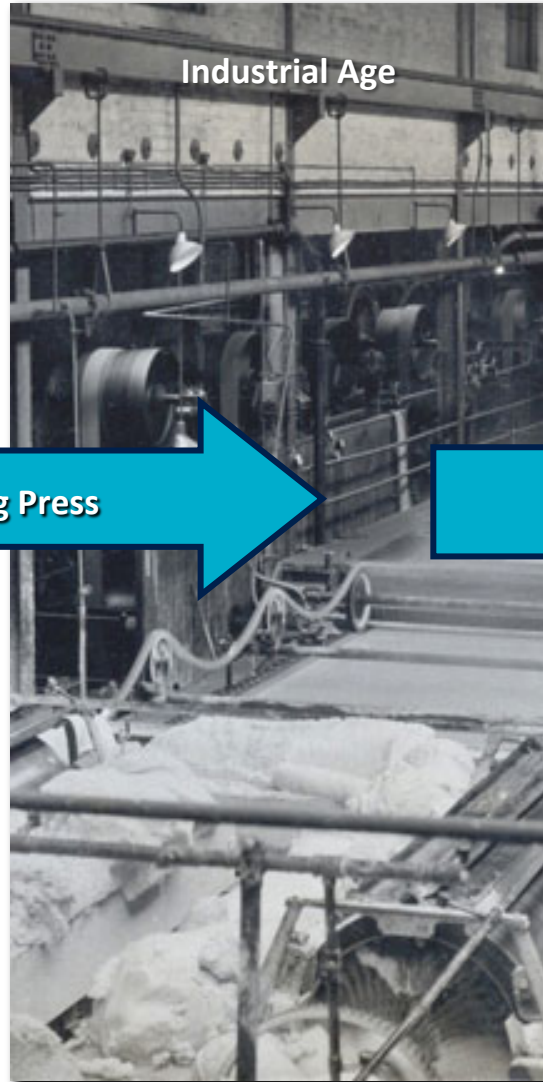
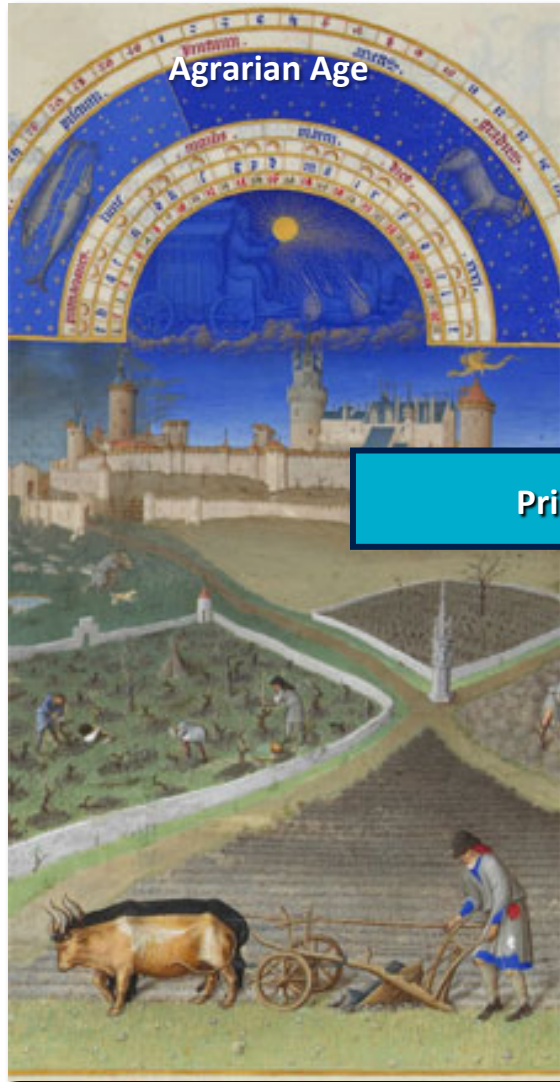
Find out [how it works](#)

Make a request

Bid on requests



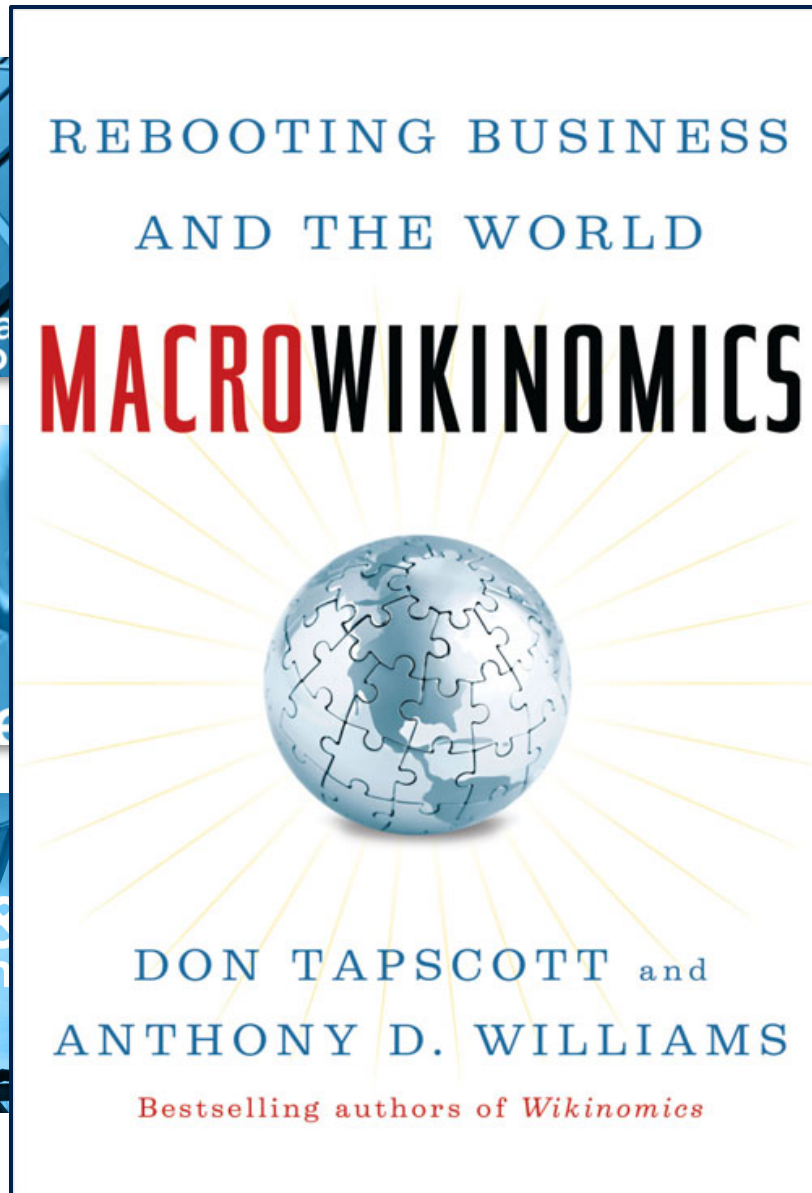
Techno-economic paradigms need new institutions



Printing Press

Internet

Creative destruction for society and its institutions





Making Government Transparent and Accountable



You should join the transparency movement

Email

Zip

JOIN



Ways You Can Help the Transparency Movement



[Read All About It](#)



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Rebooting Government

Powerful new tools open up government

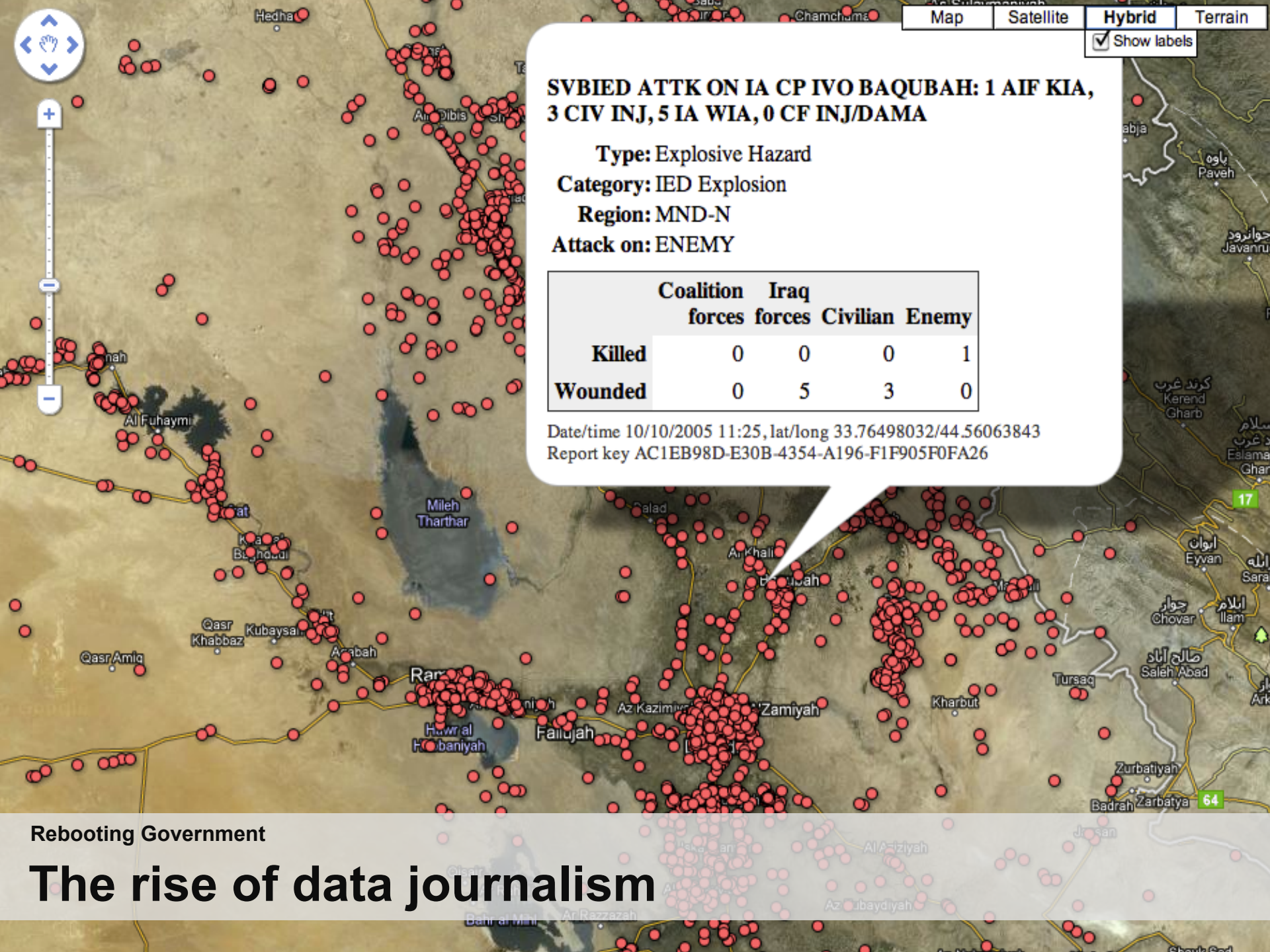
The Sunlight Foundation uses cutting-edge technology and ideas to make government transparent and accountable.

Underlying all of our efforts is a fundamental belief that increased transparency will improve the public's confidence in government.

The end of official secrecy?



“Nothing, not even war or diplomacy, can be done in secret. The transparent age will first expose the bad before preventing it”



**SVBIED ATTK ON IA CP IVO BAQUBAH: 1 AIF KIA,
3 CIV INJ, 5 IA WIA, 0 CF INJ/DAMA**

Type: Explosive Hazard
Category: IED Explosion
Region: MND-N
Attack on: ENEMY

	Coalition forces	Iraq forces	Civilian	Enemy
Killed	0	0	0	1
Wounded	0	5	3	0

Date/time 10/10/2005 11:25, lat/long 33.76498032/44.56063843
Report key AC1EB98D-E30B-4354-A196-F1F905F0FA26

Rebooting Government

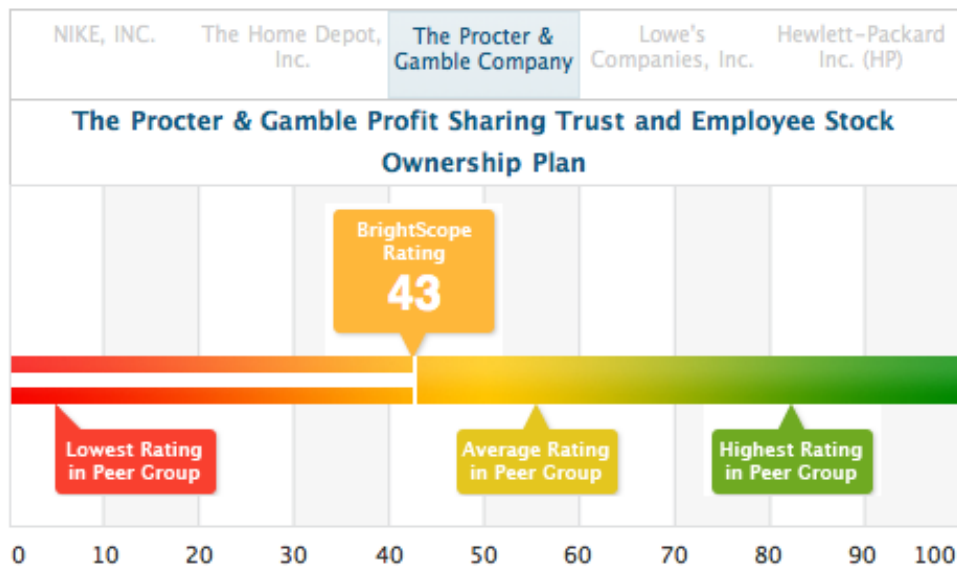
The rise of data journalism

Look Up a Company's BrightScope Rating:

[Ratings Directory](#)

BrightScope quantitatively rates 401k plans and gives participants, plan sponsors, asset managers, and advisors tools to make their plans better.

- ✓ **Are You a 401k Participant?** Look up your company in the searchbar above to see how it compares.
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Personal 401k Fee Report

Rebooting Government



THE WALL STREET JOURNAL

BusinessWeek



Forbes

Data entrepreneurs create public value

Get Started

Challenge.gov is a place where the public and government can solve problems together.

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Featured Challenges

1 2 3 4 5 6 7



Challenge to Innovate (C2i)

Created by U.S. Department of Education

What keeps educators up at night? The NEA Foundation believes that as public school educators grapple with classroom problems, new ideas will be born that may transform public education. Accept our challenge. Post your classroom problem. Become el...

BROWSE

GOVERNMENT CHALLENGES

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[Science & Technology](#) (18)

[Personal and Public Safety](#) (4)

Rebooting Government [View details →](#)

Citizens contribute to public policy challenges

 **Submissions**
End in 3 months

 **\$87,500**
in prizes

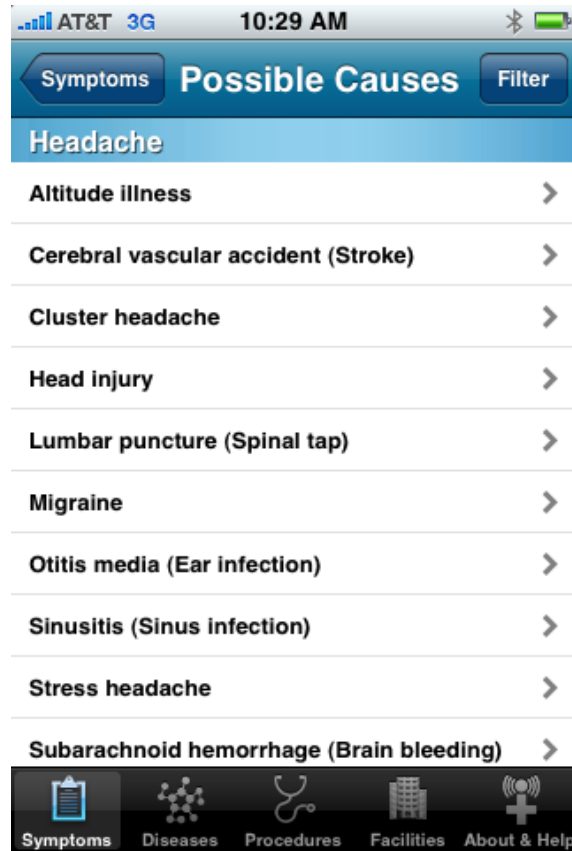
 **95**
supporters

[Learn More](#)

Healthcare: Patients as passive recipients



Informed patients make better, less costly decisions

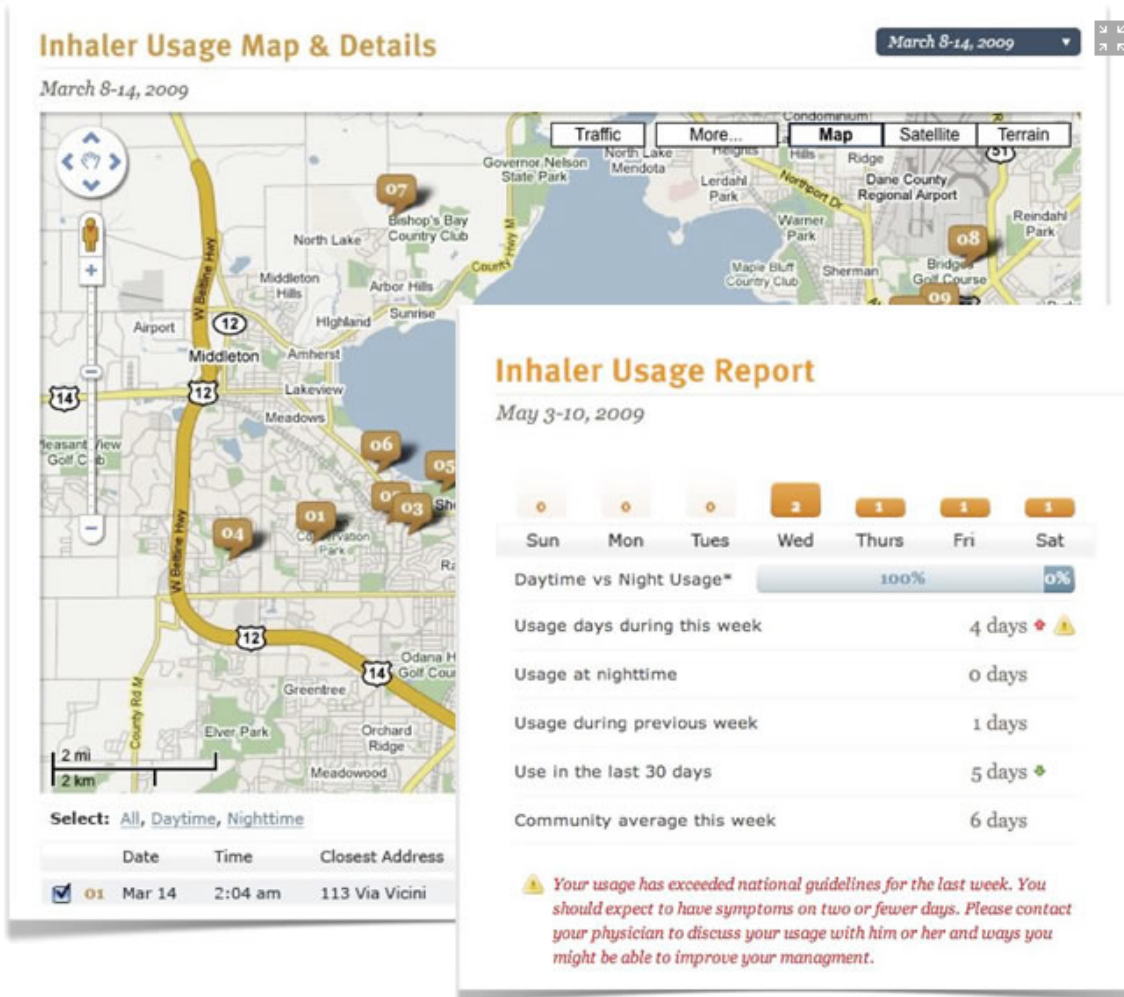




Get ready for connected underpants



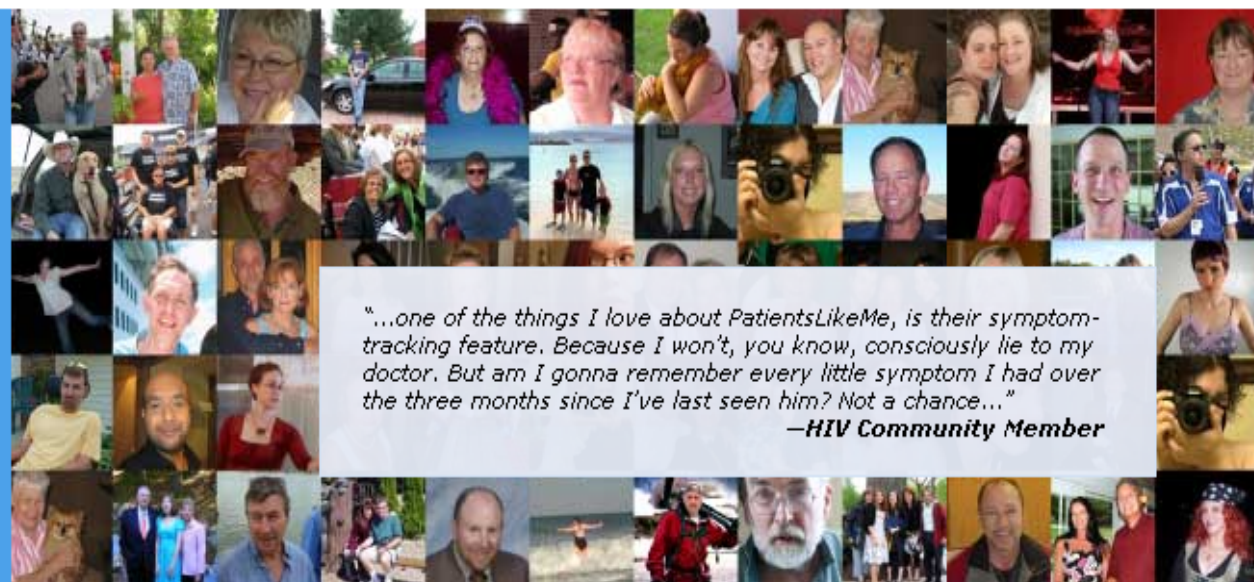
Open data surfaces new public health insights



Find Patients Just Like You »

Do you have a life-changing condition?
Learn from the real-world experiences
of other patients like you.

Join Now! (It's free!)



"...one of the things I love about PatientsLikeMe, is their symptom-tracking feature. Because I won't, you know, consciously lie to my doctor. But am I gonna remember every little symptom I had over the three months since I've last seen him? Not a chance..."

—HIV Community Member

CURRENT DISEASE COMMUNITIES

Prevalent Diseases

ALS/MND

Epilepsy **(Coming Soon)**

Fibromyalgia

HIV/AIDS

Mood Conditions

Anxiety

See how PatientsLikeMe can help you take control of your health:



Share your health profile »

Answer simple questions to create a shared health profile to see how you're doing over time.



Find patients like you »

Search by gender, age, treatments, symptoms, and time since diagnosis to easily connect with others.



Learn from others »

Learn from real-world treatment and symptom reports, forum discussions, health profiles, one-on-one conversations and more.

Health 2.0

Patient communities reduce mortality

OCD (Obsessive Compulsive Disorder)

1. Increasing collaboration across jurisdictions



2. Kickstarting entrepreneurship across all sectors



The image shows the Y Combinator logo, consisting of an orange square with a white 'Y' and the word 'Combinator' in orange. Below the logo is a photograph of several people, likely founders, sitting around a table in a casual setting, possibly a cafe or office. A laptop is visible on the table. The photo is credited to 'picwing' on the left side.

Mixerqy | Inc | WSJ | ATD | Fool | Time | BW | NYT | Newsweek | USA Today

The application deadline was Oct 19, but you can still [apply late](#).



The image shows the header of the Kickstarter website. It features the 'KICKSTARTER' logo in green and black. Navigation links include 'HOME', 'DISCOVER', 'FOLLOW', and 'STARTING A PROJECT'. The main headline reads 'A NEW WAY TO Fund & Follow Creative'. Below this, it says 'AS FEATURED IN' followed by logos for WIRED, GOOD, Pitchfork, npr, and The New York Times. A 'PROJECT OF THE DAY' section is partially visible at the bottom.



The image shows the header of the NYC BigApps 2.0 website. It features the 'NYC BigApps 2.0' logo. Navigation links include 'HOME', 'APPLICATION GALLERY', 'SUBMIT APPLICATION', 'RESOURCES', 'RULES', and 'BLOG'. A prominent yellow box highlights a '\$20,000 Software Challenge' with the text 'Help New York City become more transparent, accessible, and accountable.' and 'New for 2010 > Double the Data | More Awards'. A green box on the right shows 'CHALLENGE SUPPORTERS' with a count of '283' and a button 'I support this too!'. Below this are icons for Twitter, Facebook, Digg, and Email. At the bottom, there is a section 'About NYC BigApps 2.0' and a 'Latest Blog Post' section.

3. Building digital public goods and platforms

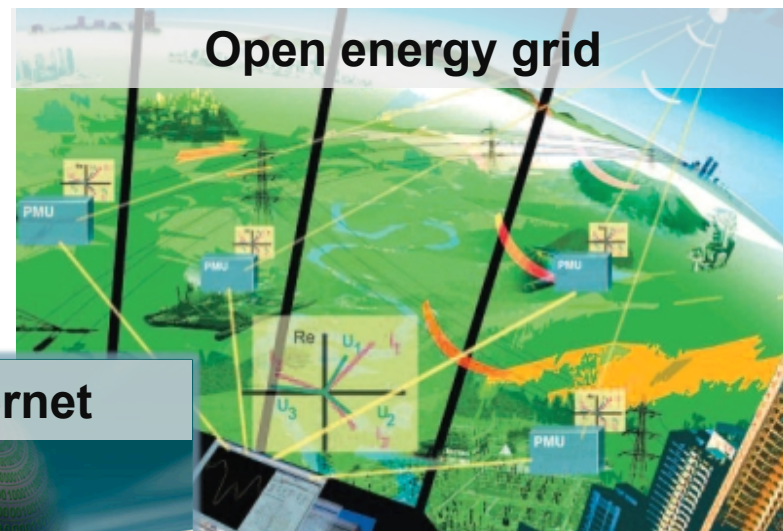
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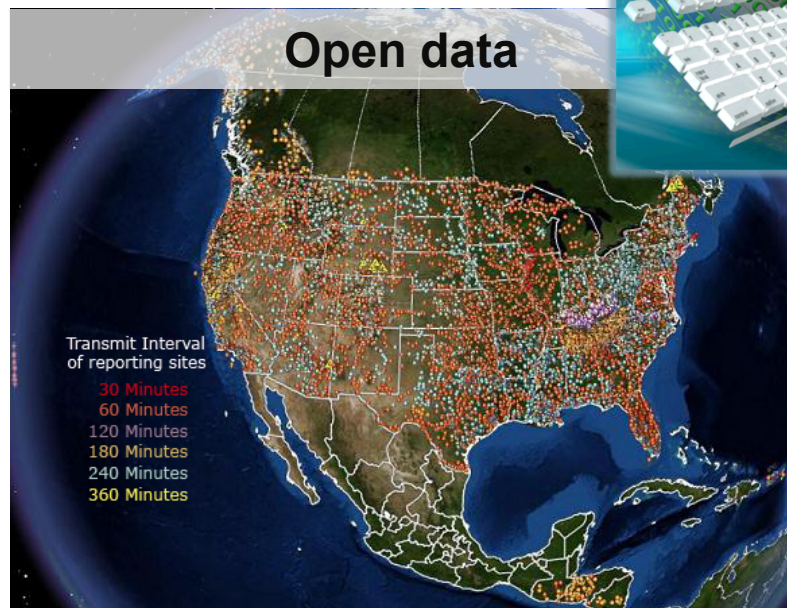
Open energy grid



Open Internet



Open data



Open science



4. Embracing collaborative learning

OLD



Teacher focused
One-way
One size fits all
Student isolated
Focused on
disciplines

NEW

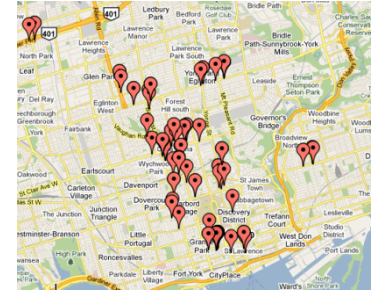


Student focused
Multi-way
Customized
Collaborative
Focused on
problems

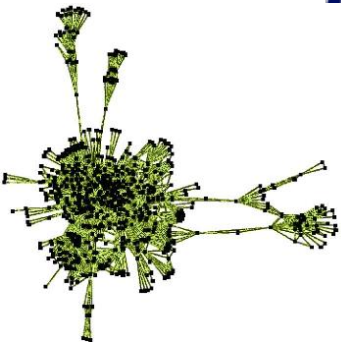
5. Negotiating new privacy norms

Make your mark unique in the market place. Building a strong corporate identity is vitally important in today's highly competitive market. A logo is not just an image; it is the face of a company in the world, behind which lies the philosophy and personality of what the company and its brands represent to its customers. The challenge for corporate design is to help understand their clients business, how it differs from the rest of the crowd. It is their face to the world, and it is up to design to create a strong corporate identity. A logo is not just an image; it is the face of a company in the world, behind which lies the philosophy and personality of what the company and its brands represent to its customers. The challenge for corporate design is to help understand their clients business, how it differs from the rest of the crowd. It is their face to the world, and it is up to design to create a strong corporate identity.

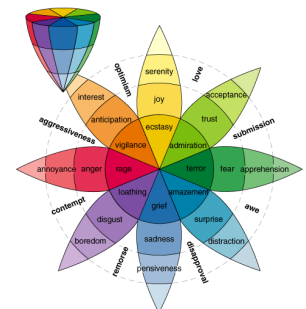
WHO WE ARE
(IDENTIFIERS)



WHAT WE DO
(BEHAVIORS)



WHO WE KNOW
(RELATIONSHIPS)



WHAT WE THINK /
FEEL
(EMOTIONS)



6 Priorities for the Innovation Union

6. Overcoming the participation divide

**john corney 2007*



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<http://anthonydwilliams.com>