



IDEASCALE PORTFOLIO

IdeaScale is the largest cloud-based innovation software platform in the world with more than 25,000 customers and 4 million users.

The software allows organizations to involve the opinions of public and private communities by collecting their ideas and giving users a platform to vote. The ideas are then evaluated, routed, and delivered on the back-end, making IdeaScale the engine of innovation.

IdeaScale's client roster includes industry leaders such as EA Sports, NBC, NASA, Xerox and the White House.

For more information about IdeaScale, visit ideascale.com.



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EA SPORTS

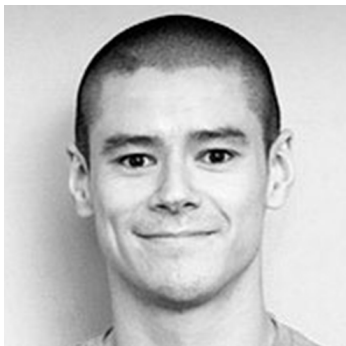
Over 17,000 gamers that contributed
to record-breaking sales

EA SPORTS



EA SPORTS is a division of Electronic Arts Inc. that creates connected experiences through games like Madden NFL and FIFA. Over the years, EA SPORTS has cultivated an active community of super fans called Game Changers who collaborated online for each new game release.

This community generated more than **10,000 ideas and over 200,000 votes from 17,000 active users**. Some of those ideas are included in new versions of the game, including Madden NFL 13 player editing in franchise mode or custom rosters for connected careers and many, many more. In its first year, the new release of **Madden NFL** included many player-suggested features and generated record-breaking sales.



"IdeaScale was an incredible partner to work with, they helped us develop a community under a tight time crunch and we now have a way for our Game Changers to unify in a very visible way that helps numerous internal departments as well as our fans."

Steve Kwan, User Experience Designer for EA SPORTS

easports.com/gamechangers/ideas

[ABOUT](#)[NEWS](#)[MEDIA](#)[BIOS](#)[IDEAS](#)[EA SPORTS GAMECHANGERS](#) > [IDEAS](#)

MY GAME IDEA

GAME IDEAS

[ALL](#)[MADDEN NFL](#)[1. SUBMIT YOUR IDEA](#)

GOT A GREAT IDEA?

Search your idea here first and if it hasn't already been posted, submit a new one!







NBC

Editors following up on story tips
from civilians and creating true
citizen journalism

NBC

The National Broadcasting Company (NBC) is an American commercial broadcasting television and radio network headquartered in New York City. To encourage participation and drive engagement, **NBC News Investigations launched the Investigate This! feature in 2013 using the IdeaScale innovation widget** that offers the total IdeaScale experience on any webpage.

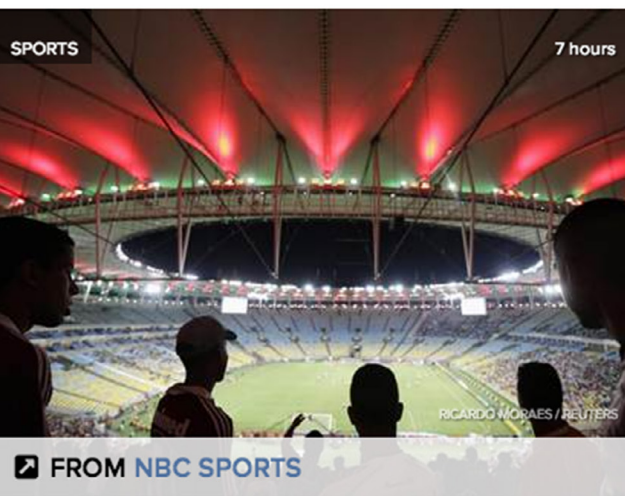
Since launching Investigate This!, NBC's team of editors has **consistently monitored the open journalism feed and editors have assigned stories based on the community's suggestions**. For example, NBC News Investigations published a story last year detailing how local governments and utilities that invested in the state-of-the-art Prairie State Energy Campus coal plant were paying steep prices for energy because of construction cost overruns, lower natural gas prices and other factors.



"Our reporters and editors are top notch, but they don't have a corner on good story ideas. IdeaScale's widget empowers readers to offer their suggestions and tips and to participate in the process of news gathering. And that helps create engaged readers."

Mike Brunker, Investigations Editor, NBC

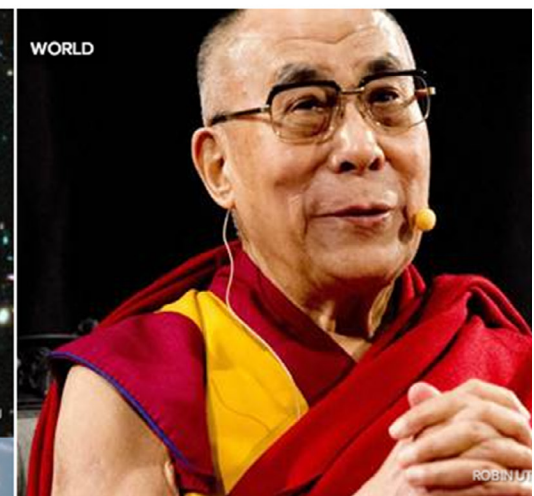
investigations.nbcnews.com



FIFA Frees Up More World Cup Tickets

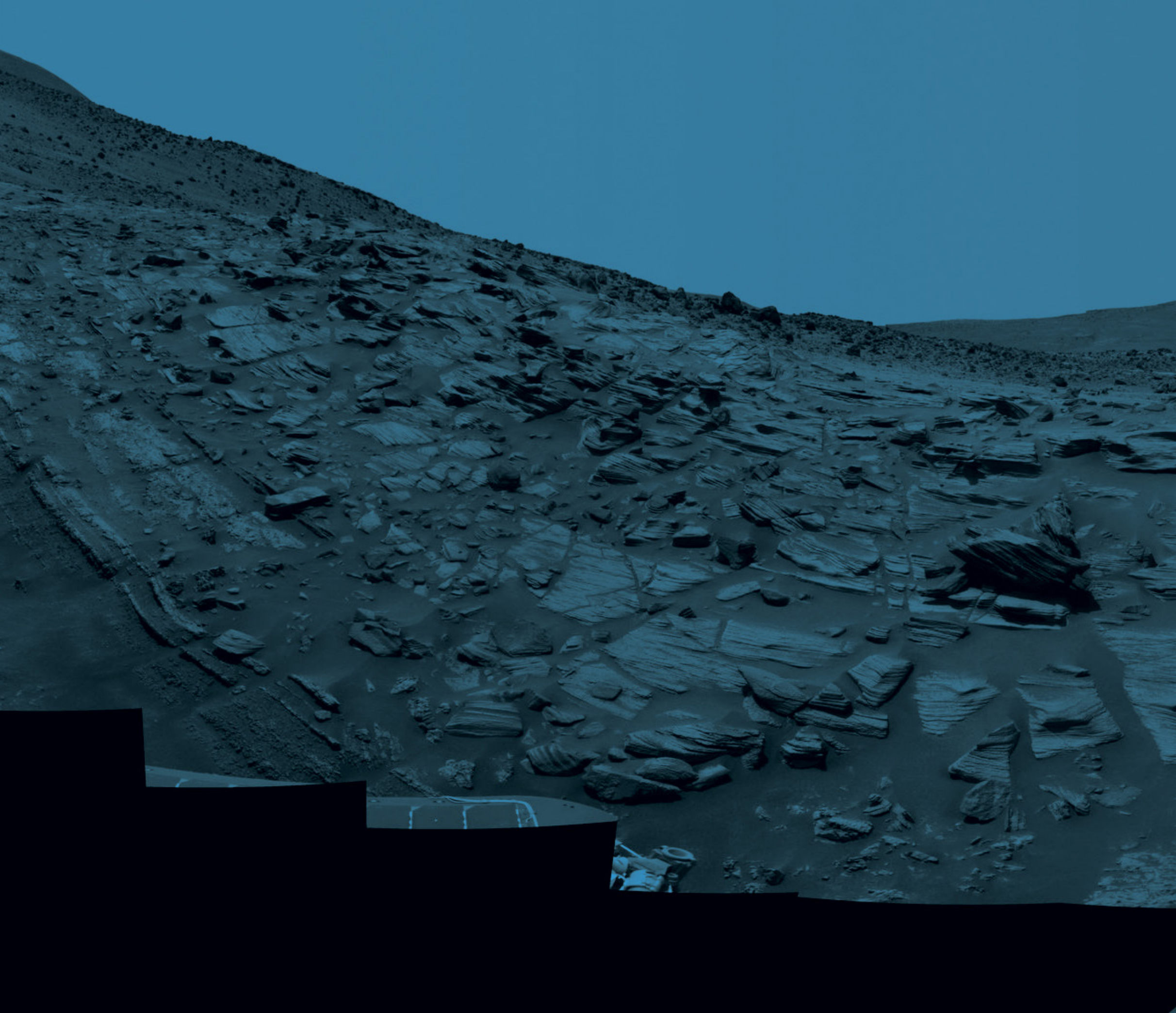


Stellar View: Hubble Team Unveils Colorful Space Scene



Dalai Lama Prays for Tiananmen 'Martyrs'







NASA

1,300 Citizens contribute to the
exploration of Mars

NASA's Mars Program Planning Group (MPPG) had a driving purpose: to develop options for robotic exploration of Mars that will pave the way for eventually sending humans to Mars. So **as the landing of the Curiosity Rover drew near, the MPPG launched an idea forum using IdeaScale technology** where users could ask questions and share ideas about what they wanted to see in the exploration of Mars.

Nearly 1,300 citizens signed up to ask questions and share ideas, resulting in a total 559 submissions in just three months. The Mars Forum responded by generating some new, rich content of its own for users, including a highly-developed 30-question-deep answer page based on Mars Forum content and a new video page in which Mars experts **weighed in on Mars Forum hot topics in twelve original videos, to further enrich and evolve the conversation.**



"Millions of people tuned in to watch Curiosity land, and IdeaScale gave them a way to be a part of the future exploration of Mars. More than simply gathering ideas, we want to excite the imagination and encourage engagement. IdeaScale allowed visitors to our site to do that in a number of different ways."
Rocky Lind, Information and Communications Coordinator, NASA

<http://mars.ideascale.com/> and nasa.gov/marsplanning



MARS FORUM

PLANNING FOR EXPLORATION

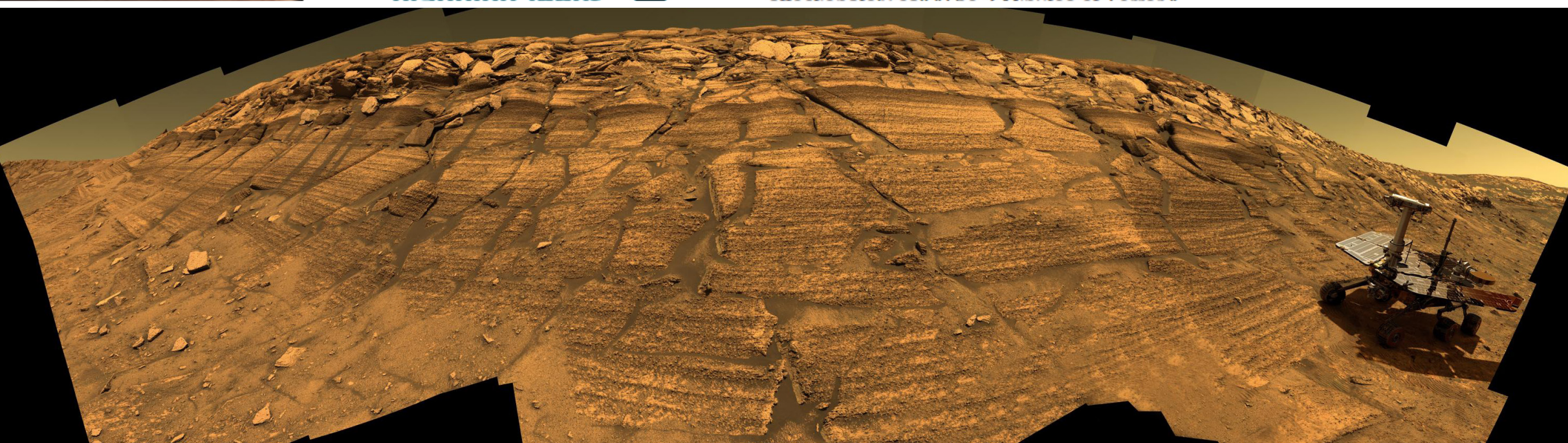
Search Ideas

Science
Mars Technology
Exploration Concepts
approaches
workshop
planning
covery

Mars is calling... be part of the conversation!

NOTE FROM THE MODERATORS (Last Updated: 8/21/2012)

Earlier this summer, we asked the public to contribute to the Mars dialog through this forum. The enthusiastic response was beyond our expectations - over 1,200 people signed up, posted questions, asked questions, voted, commented and engaged in a dialogue about the future of Mars exploration. The strong response hinted that the public was even more interested in exploring Mars than we thought, and the interest in Curiosity proved it, as millions tuned in to watch the rover's arrival on Mars.







STATE OF MICHIGAN

Michigan minimized government
bureaucracy with three winning ideas

State of Michigan

In 2010, gubernatorial candidate Rick Snyder laid out a ten-point plan for how his team would reinvent Michigan by addressing a number of issues from the environment to education. In order to deliver on that promise, the State of Michigan launched its Bureaucracy Busters program, which ran on IdeaScale technology and asked employees for ideas that might improve government efficiency.

The State of Michigan gathered over 1,945 ideas posted with 8,527 comments shared and more than 134,000 votes cast by over 10,000 users. The winning ideas include a plan that will improve **login efficiency by at least 50%** by minimizing the number of required employee passwords, a new hiring notification system that could **impact as many as 450,000 applicants to the State of Michigan** each year, and an optimized marketing campaign tactic they expect will result in greater tourism interest to the destinations that are featured within Pure Michigan advertisements.



"Our experience with IdeaScale staff and the overall platform has been tremendous. We highly recommend and support implementation of crowdsourcing communities wherever collaborative communication is beneficial to the goals and business objectives of an organization."

Nikki Sunstrum, Social Engagement Coordinator, State of Michigan.

michigangov.ideascale.com/

BUREAUCRACY Busters



LET'S DUMP THE DUMB STUFF!

LET'S DUMP THE DUMB STUFF!

LET'S DUMP THE DUMB STUFF!

Bureaucracy Busters

Welcome to the Bureaucracy Busters feedback community. Please sign in if you've already created an account. If you don't have an account, click register to create an account.







THE WHITE HOUSE

More than 100,000 federal
employees save millions of dollars

The White House



The SAVE Award is a program that debuted in September 2009. It is an open call to all federal employees inviting them to publically submit their money-saving ideas using IdeaScale technology. The winner is granted the honor of presenting his or her idea to the President in Washington.

Over the past five years, **nearly 100,000 ideas have been collected**. The first year's winner, Nancy Fichtner suggested that medications and supplies used to treat VA patients be sent home with the patients rather than destroyed. This idea saved the American people **\$14.5 million before 2014**. The second year's winner, Trudy Givens, proposed that the government end mailing physical copies of the Federal Register to employees (and instead opt for emailing it). This idea saves **\$4 million every year**. Each subsequent year has generated new programs and new efficiencies and each year these (as well as dozens of the most promising ideas) have been included in the President's budget, specifically in the Terminations, Reductions, and Savings section.



The President's SAVE Award

About the SAVE Award

2012 Finalists

2011 Finalists

2010 Finalists

2009 Finalists

The period for voting on ideas for the 2013 SAVE Award is now closed. Check back to view the 2013 winning idea.





A close-up photograph of a woman with curly hair, smiling and looking down. The image is overlaid with a semi-transparent blue filter. The text 'CEREBRAL PALSY ALLIANCE' is prominently displayed in white, bold, uppercase letters across the middle of the image. Below it, the tagline 'Improving the lives of people living with cerebral palsy' is written in a smaller, white, lowercase font.

CEREBRAL PALSY ALLIANCE

Improving the lives of people living
with cerebral palsy

Cerebral Palsy Alliance

The Cerebral Palsy Alliance is a large, Australian nonprofit providing services to children and adults with cerebral palsy and their families. In early 2012, Cerebral Palsy Alliance launched “The Innovation Hub” as an IdeaScale-powered ideas forum for employees and the “Change My Life In One Minute” program as part of World Cerebral Palsy Day.

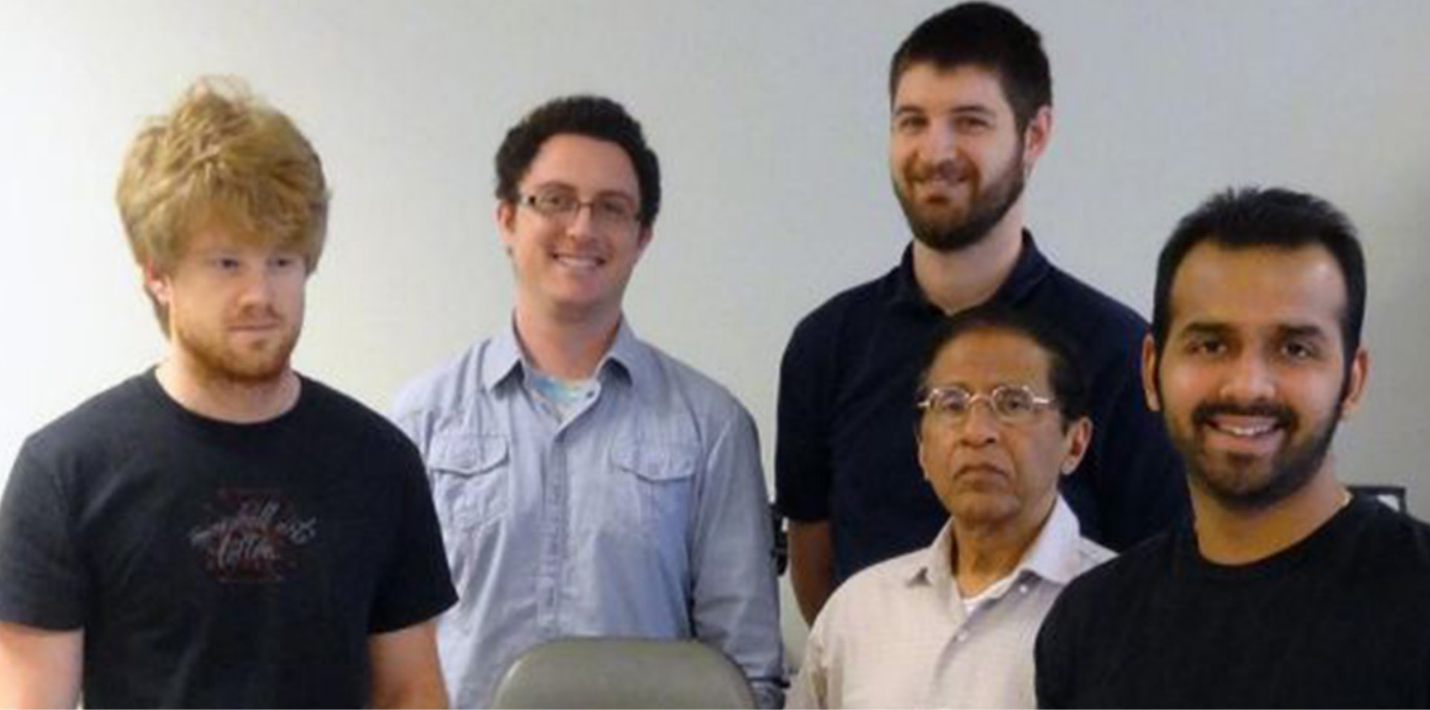
The Innovation Hub introduced hundreds of new ideas in its first few months. The program and its results have generated an **increase in employee-satisfaction**. And, in its first year, the World Cerebral Palsy Day **generated more than 800 ideas that are now helping those living with Cerebral Palsy**, including the real-life invention of the **solar-powered wheelchair that helps to serve those living with cerebral palsy in places without easy access to electricity**.



“The project aimed to drive responsiveness and innovation in the design and delivery of services for clients and families, and improvements to our business systems and processes. IdeaScale has helped us to meet those objectives. [...] And the IdeaScale team is responsive to their customers and hugely supportive of our project.”

Robyn Cummins, Manager Knowledge Brokerage, Cerebral Palsy Alliance.

<http://en.worldcpday.org/>

[Home](#)[Ideas](#)[About](#)[Ambassadors](#)[Sponsors](#)[FAQ](#)

**WORLD
CEREBRAL
PALSY
DAY**
02.OCT.2013

[Browse Ideas](#)

Calling Designers, Makers and Innovators

Can you create one of these three ideas? The World CP Day 'Invent It' competition is now open. Anyone can enter - including students, designers, inventors and engineers.

Register your interest by clicking on the green 'I can invent this' button next to the idea of your choice. We'll then send you the competition guidelines.

Numbers

875 ideas posted

739 comments 16K votes 5769 users

Talking About



assistive technology wheelchair



NAVY

Improving and streamlining
the day-to-day operations of
the Navy

Navy

In 2013, the US Navy launched a project titled Reducing Administrative Distractions (RAD) whose goal was to collect and select feedback suggestions that would improve administrative operations for Navy employees at all levels. The program (one of the first of its kind for the Navy) reached out to Navy employees at every level to participate under anonymous or properly named profiles.

The success of the program was defined by a number of accomplishments with nearly **1,500 ideas** collected in the first round of ideation along with more than **91,000 votes** from over **7,000 users**. The **ideas that emerged covered a range of issues**, from badge access for facilities to email storage levels, from fixing Navy websites to getting rid of outdated programs, processes, and perhaps even “requirements.” Contributors of the **top 15 implemented ideas received rewards** for their suggestions and a new round of ideation was scheduled for 2014.



“It will give us a good indication... of what’s really making our sailors mad, plus set a course of actionable items in the weeks to come.”

Rear Admiral Herman Shelanski, US Navy.

<https://navyrad.ideascale.com/>



How does it work?



Users submit their ideas to remove distractions.



Our community discusses and votes for ideas.



The best feedback bubbles up to the top.

Welcome to the RAD Team Webpage

During the next four weeks the CNO wants to hear from you: from the deck seaman to the goat locker, from the ensign to the Commanding Officer, all ranks, active, reserve and Navy civilians.

Use this site to submit ideas about **administrative distractions** that we can work towards solving in order to live up to the tenant of "Warfighting First." Examples can include outdated procedures, instructions, inspections and training. We know there are administrative requirements that are integral to Warfighting or to safety so elimination of many of them may not be possible or desired. However, we don't want that to hinder your input - we want you to list **everything**.

Why is this site different? IdeaScale allows you to submit ideas as well as vote and comment on other ideas. Collectively, the best ideas and feedback will "bubble to the top." The more we hear from you, the better we will understand the issues.







MAKING ALL VOICES COUNT

A competition that fosters global
open government initiatives that
will change the world

Making All Voices Count



Making All Voices Count is a program working towards a world in which open, effective and participatory governance is the norm and not the exception. In 2013, Making All Voices Count launched the “Global Innovation Competition” which **challenged a global audience to design a solution that would improve governments’ responsiveness and accountability to citizens**. The competition was unique in that anyone – from organizations to average citizens - no matter where they were in the world was welcome to apply to win the **grand prize of £65,000**.

Ideas were submitted in just a few weeks and public voting spanned a month and a half. **30 semi-finalists were selected by the crowd** and **ten finalists were invited to Global Innovation Week** in Kenya where the winner was announced.

The winning project used mobile reporting to improve the delivery of government services to those who need them most. Through the use of their system, they **improved student attendance from 78% to 92%**. Now they want to apply it to healthcare, public utilities, and more. The other winning projects were a South African initiative that aimed to increase civic engagement through gamification and an Indonesian project to reduce maternal mortality with SMS.



“We used the IdeaScale platform to reach the best of the best and in the end get winners who can transform society through their ideas.”

Daudi Were, Director of innovation, Making All Voices Count

<http://ideas.makingallvoicescount.org>

