

# Good Practices Repository

of responsible ICT Research and Innovation with SSH input



Title of the initiative

## Internes Crowdsourcing in Unternehmen: Arbeitnehmergerechte Prozessinnovation durch digitale Beteiligung von Mitarbeiter/innen

### Description of the Initiative

As a direct consequence of the technological developments of the past decade, internal crowdsourcing (IC) represents a new form of in-house knowledge dissemination and digital collaboration. With IC, the employees of a company (considered as a crowd) exchange and generate ideas via a digital platform. The resulting increase in efficiency by way of process-, product or service-innovation is naturally attractive for companies. However, the acceptance of IC by employees is hampered by the lack of sustainable incentives and regulatory safeguards for work performed in the crowd. To ensure that employees are motivated in the long term and can exploit the existing potential of IC for themselves, an employee oriented design of internal crowd work must be developed.

### IC Best Practice Model for Future Reference

The goal of ICU is to develop a hands-on, employee-friendly, internal crowd-sourcing model that serves as a reference case of good practice for future crowdsourcing activities. The focus of the model design is the employee-friendly aspect of the application, the digital participation of employees in corporate processes and the opening of competency enhancements through crowd work. The reference model addresses the three main operational topics of innovation



management, employee participation and qualification and combines them strategically. In doing so, it helps companies to mobilize existing, unused knowledge and competences internally, to connect them cross-divisionally and to involve them productively in company processes. At the same time, it improves the direct communication between management and staff, simplifies the identification of employees' skills and the qualification measures that suit them.

### **Multi-level model development using participatory methods**

Based on case study analysis, a basic model for IC is developed. It consists of a strategy for IC with the components "Innovation Management", "Employee Participation" and "Qualification & Training" as well as an IC platform. This basic IC model will be adapted, tested and further adjusted into a good practice model for IC. Subsequently, the research consortium together with partners from the project network will evaluate the good-practice-model and transform it into a cross-industry reference model by using participatory methods. In principle, the project pursues a participatory approach in which all stakeholders (workforce / works council / company management) and projects partners are actively involved in the development process through participatory measures from the start of the project.

### **Knowledge Transfer and Dissemination of the Project Results**

The research results and practical experience as well as checklists and guidelines for IC will be available on the project website. One of the key project outcomes will be a "model works agreement" specifically targeted at works councils and unions. Another one will be action-ready implementation guidelines for companies that summarize the operational framework identified in ICU, management processes and quality standards. Furthermore, the project results will be transferred via targeted public relations, publications, workshops as well as other public events and a final conference

## **Internal Crowdsourcing, Digitization, Agile Project Management, Participation, Future of Work, Cultural Change, Industrial Revolution**



## Type of Output of Initiative

Training or sharing information about the integration of SSH advice into ICTs | Design of new SSH-inclusive ICTs | Define / outline policies for integration of SSH advice into ICTs | Establishment of a Community of interest

## Country(ies) involved

Germany

## Geographic scale of the initiative

National

International

## Website

<http://www.unternehmenscrowd.de/>

## Status of the initiative

Running

## Users' target group(s)

EC and H2020 programme | ICT developers / researchers | SSH scientists / researchers | Policy makers | General public level

## RRI dimensions involved

It has been taken into account the ethical impact. (Ethics)

The requests of civil society have been evaluated. (Public Engagement)

The outcomes of the activities have been / are being published for free access. (Open Access)

## SSH disciplines involved

Sociology

## ICT domain involved in the initiative, both for the activities and as for output.

Content technologies and information management, big data, open data, languages learning and teaching technologies, creative technologies, gaming and new interactions technologies

**Method used to exchange information and knowledge to include the RRI principles into the ICT research and innovation processes**

Focus groups

**Participation and engagement of people and organizations in the implementation of the initiative**

They all participate into a funded project/initiative

**Number of people participating**

800

**Number of organizations participating**

6

**Number of events held**

5

**Number of researchers (ICT+SSH) involved**

9

**Number of women involved**

400

**Number of joint discussion themes**

5

**Who sustained the cost / effort**

Only the owner/responsible

**How it is / has been funded this initiative?**

Public funding

**Notes**

Other contact is Hannah Ulbrich