# OPEN INNOVATION

**Strategies the federal government can use to gather ideas and expertise from the public**

**What is open innovation?**

Open innovation is the process by which organizations use and benefit from the creative efforts of individuals and organizations inside and outside their own boundaries. This may include combining internal R&D with outside ideas and expertise, or joining with other organizations to develop new products or processes. It can help agencies ensure that their initiatives are better informed and responsive to public needs and preferences, and it can also help provide additional: specific expertise; support to and supplementing the efforts of professional astronomers; and organizations and individuals can help make it go.

**What can it achieve?**

Agencies can use open innovation strategies to achieve one or more of the following high-level purposes:

- Gather information and perspectives.
- Develop and test new ideas, perspectives.
- Collect information and observations.
- Enhance agency capability.
- Bolster or expand community.
- Increase public awareness.

**What strategies are agencies using?**

Agencies have used one or more of these strategies:

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
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<tr>
<td><strong>Open Dialogue</strong></td>
<td>Agendas and stakeholders invite and engage external stakeholders to discuss national-level issues and to receive input on policy proposals.</td>
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<td><strong>Open Data Collaboration</strong></td>
<td>Agencies mobilize participants to share, explore and analyze publicly-available data sets, using the data to conduct research, design data applications, and create visualizations, or create applications and websites that help people access and use the data.</td>
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<td><strong>Idea Generation (Ideation)</strong></td>
<td>Agencies ask participants to submit ideas to address a specific issue, problem, or opportunity. The agency evaluates these ideas and selects one or more to pursue.</td>
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<td><strong>Prize Competition or Challenge</strong></td>
<td>Agencies identify a problem to solve or a specific goal to achieve and develop a plan for solving it or achieving the goal. This plan challenges participants to submit potential solutions. The agency evaluates these solutions and selects one or more to pursue.</td>
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**How can they be the most effective?**

We have identified the following practices that facilitate the effective implementation of open innovation initiatives, and can serve as a framework for evaluating projects.

**DESIGN**

- Developing the overall purpose or purposes of an initiative can help agencies determine the most appropriate strategy to use. Agencies should consider their overall purpose or purposes when choosing a strategy. Agencies should also keep in mind that they may implement more than one strategy during an initiative.
- Agreements should clearly outline the roles and responsibilities of the agency and its partners. Agreements should clearly state the specific purpose or purposes of the initiative and the purpose or purposes for which the partners are being asked to participate. Agreements should also clearly outline how the initiative will be evaluated, the criteria for determining success, and the role of the agency and its partners in evaluating the initiative.
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**IMPLEMENTATION**

- After the initiative (or at regular intervals), agencies should plan out how they will implement the initiative with their stakeholders and partner organizations. They should also plan how they will measure the results of the initiative, and should clearly outline the criteria for determining success and the role of the agency and its partners in determining success.
- The initiative should be evaluated based on its overall purpose or purposes and the purpose or purposes for which the partners are being asked to participate. The evaluation should be conducted by the agency and its partners, and should clearly outline the criteria for determining success and the role of the agency and its partners in determining success.

**FOLLOW-UP**

- After the initiative (or at regular intervals), agencies should plan out how they will implement the initiative with their stakeholders and partner organizations. They should also plan how they will measure the results of the initiative, and should clearly outline the criteria for determining success and the role of the agency and its partners in determining success.
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**Resources and advice**

See GAO-17-14 at GAO.GOV

This work has been released into the public domain.