

Main Topics

This brief presentation intends to focus on the importance of developing Collective Intelligence as a driver of value for the future:

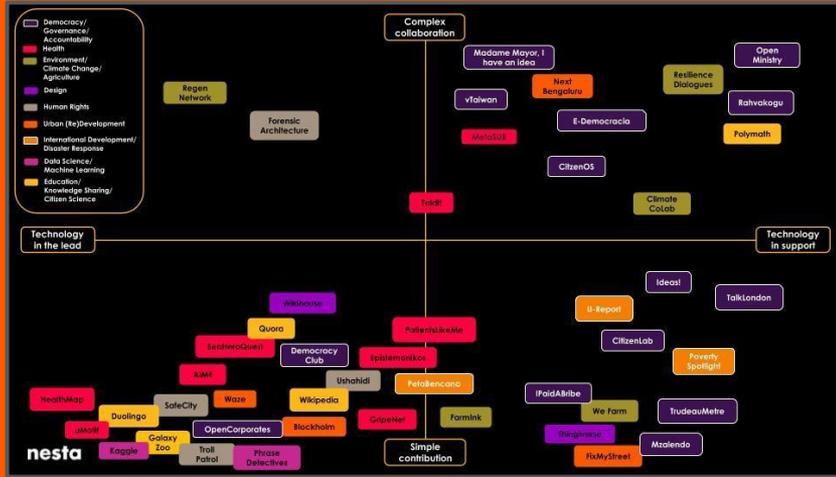
How can we advance the field of collective intelligence together?

Main Topics

- provide an opportunity to take stock of where the field is at present
- show some examples of collective intelligence in practice and share insights on ‘what works’
- develop a collaborative agenda on the role of collective intelligence in our organizations

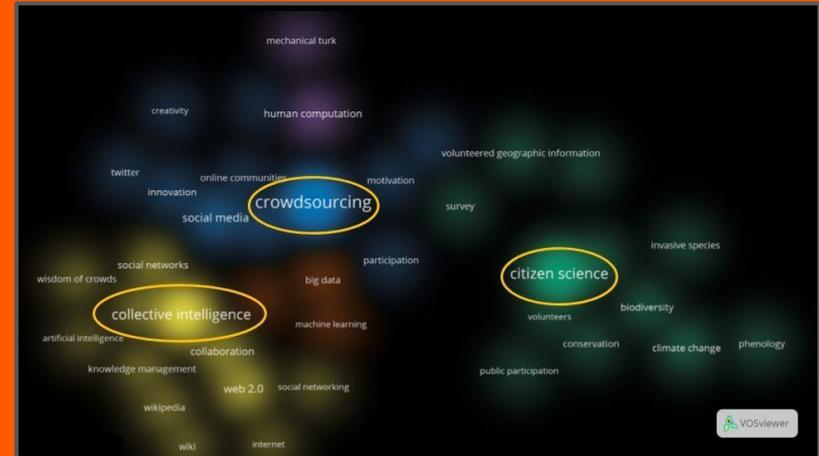
CHALLENGE – after the Brief Presentation it should be interesting to receive insights from your experience on the topic in your organizations

Why Collective Intelligence matters



Collective Intelligence provides the most updating tools to reinforce the effective cooperation between the teams in the organizations and to give a more effective context of strategic engagement within the innovation ecosystems. The new Next Normal implies new solutions that Collective Intelligence can organize in a more systemic way.

This Pandemia obliged most of the organizations to redesign their working processes and reposition their objectives for the future – for such a great challenge it will be necessary to develop new standards of collaboration and operational development within the teams.



Translating collective intelligence into action

Demonstrate effectiveness & legitimacy

- build up the evidence base & formal validation across sectors
- tap into the change management agenda

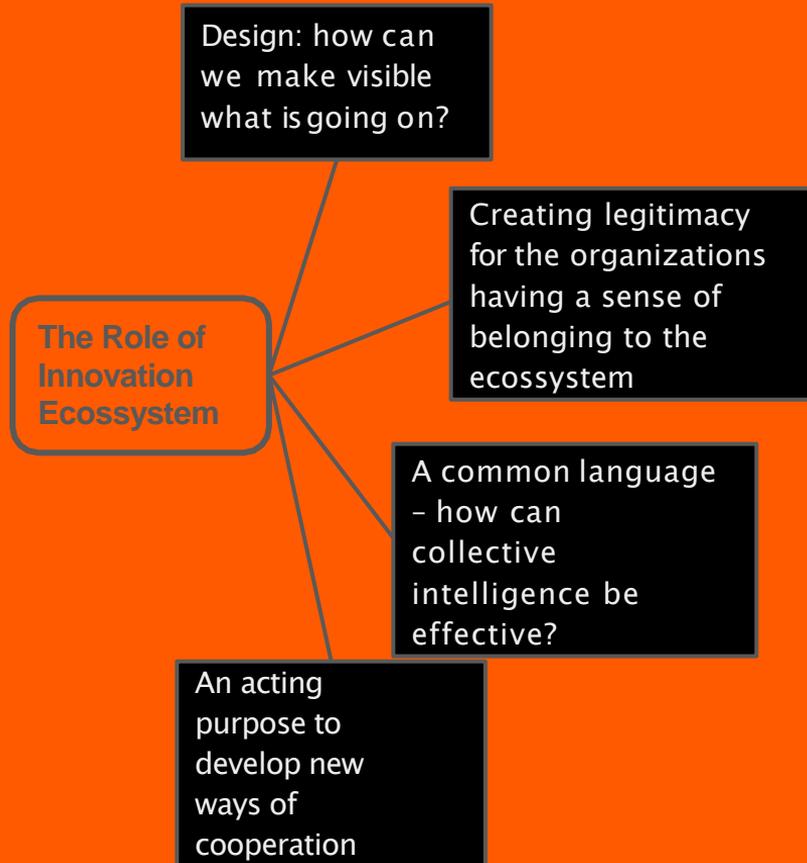
Entry points for wider groups of people and inclusiveness

- simplify incentives
- work to attract representative groups – including at grassroots
- develop compelling narratives about CI and communicate beyond siloes

Institutional culture and capacity building with policy makers

- show don't tell
- allow policy makers to carry out their CI own experiments
- build peer to peer networks
- build trust in people inputs and data

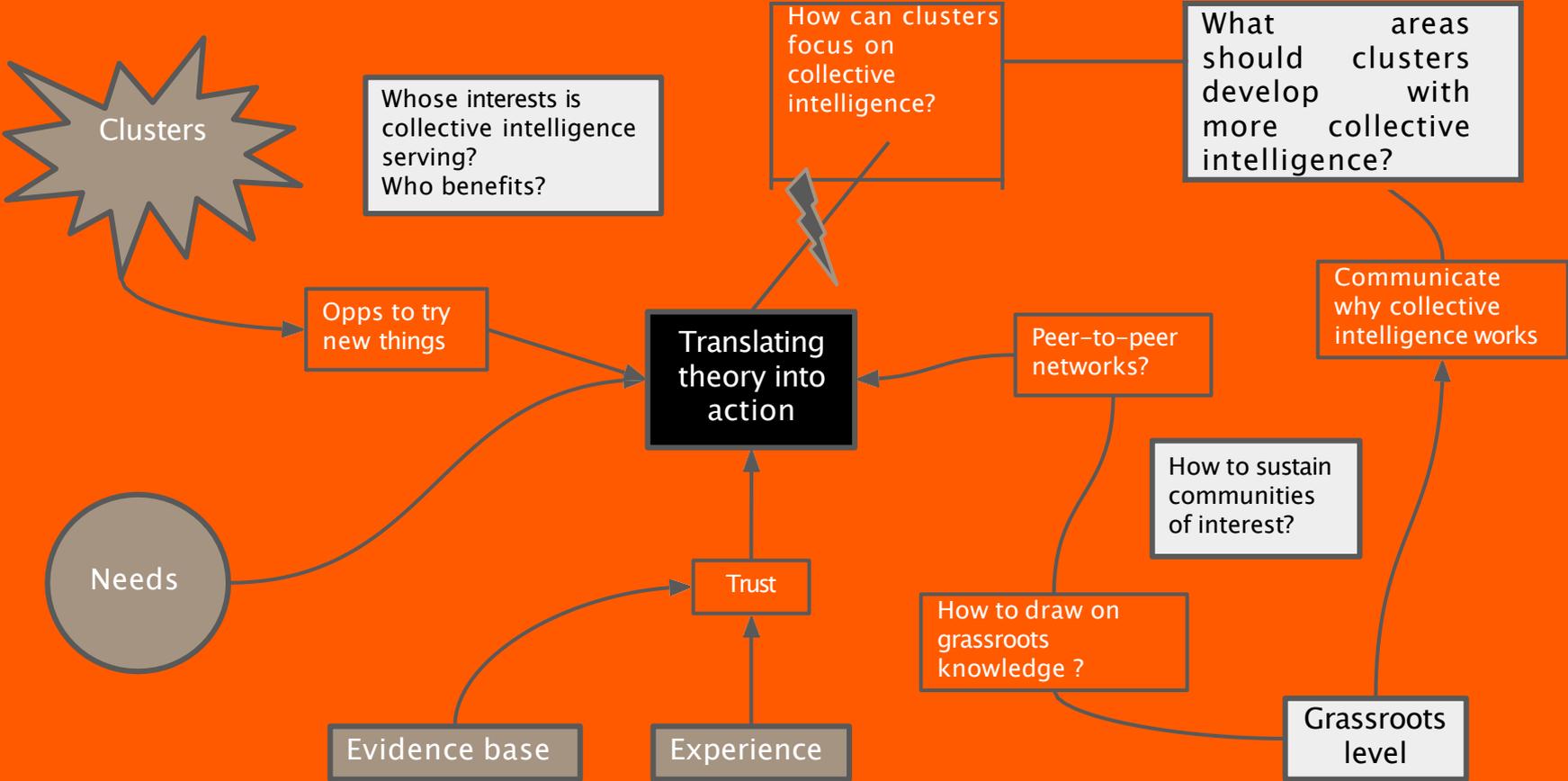
Collective Intelligence and Ecosystems



Issues for consideration

- How do we **filter** the information to ensure good data and create a **sense of belonging** to an **Ecosystem**?
- Given that there is a certain capability degree in accessing platforms and networks, who gets to **benefit** more from **collective intelligence**?
- How can **Collective Intelligence** give **Ecosystems** a more complete sense of consistency?

Collective Intelligence and Clusters



Collective intelligence for Innovation



1. Collective intelligence in Smart Regions

Smart Regions integrate communities of knowledge and innovation in order to develop a common strategy connected with value and mobilizing policy makers, companies, universities and centers of competence to a collaborative agenda centered in the development of the region for the future

PROJECT DIH 4 Sm@art Regions

- It covers the most interior region of the Northern and Center of Portugal
- ECO and DIGITAL as drivers of Change
- Develops a Collective Intelligence Agenda for a Smarter Region

2. Collective intelligence in health ecosystems

Data

Using non-clinical datasets more effectively

- Strengthening prevention
- More accurate diagnosis/treatment

What would you do with my data?

Where does regulation bite?

Mental Health

Using collective intelligence to make mental health visible

- Reduce stigma
- Faster diagnosis
- Early intervention
- Integration within the community

Relationship between mental and physical health?

Patient at the centre

Holistic view of health centred on individuals; no silos

- Strengthening prevention and disease management
- Patient empowerment
- Equity, not equality

Problems? Solutions?

What solutions will people adapt?

3. Collective intelligence and Open Hubs

A new participative process?

- Entrenched structures of decision-making
- Managers must embrace participation
- **Accountability** and **legitimacy** (process and results)
- Potential for **evolution**

“How will organizations be able to be more open and agile?”

“How will pressure groups influence a collective intelligence process?”

Problems of participation and integration

- **Lack of access** by several groups
- **Competence Divide**
- Collective intelligence takes **time**, which most people don't have

“Current structures of management and decision belong to a more traditional organization - with collective intelligence it will be a new open mindset

Open Hubs must be locals of construction of the future

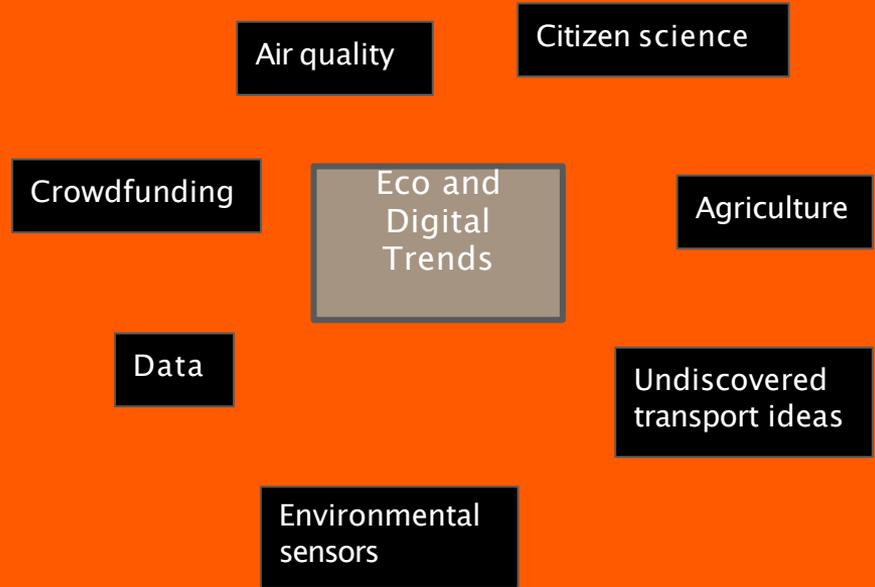
This is the opportunity to create more value

4. Collective intelligence for the environment

The biggest problem systems face is getting people to join up to a system, use it and engage with it. One day after some scuba diving, I posted a picture of a sea slug I didn't recognise on Facebook and got an answer very quickly from an expert on Indo-Pacific sea slugs. *Drosera magnifica*, a carnivorous Peruvian plant, was discovered after a photo was posted on Facebook, an expert was tagged in the comments section, and the expert and poster went out to find it again and document it.

The biggest problem is that humans don't know how to behave on social media. **Bullying and trust issues undermine our collective intelligence.** But **social media is a major way forward for collective intelligence**; it will be playing a major role.

Jon Chamberlain, University of Essex



A sense of **urgency** is important in engagement in terms of the Green Agenda
People don't react because they don't know. Informing them is an important stage in **catalysing action**.

What else needs to be done to advance the field of collective intelligence?



The Ecosystems of Innovation are the effective hubs of collaborative construction of the future. Collective Intelligence is the driver for more value creation and consolidation