**Ukraine**

**Crowdsourcing for the National Human Development Report**

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**Q1: Identify the problem in no more than 3 sentences, supported by data/evidence?**

Ukraine is embarking on the preparation of the next National Human Development Report (NHDR), and it is important to ensure the national ownership and to advance the participation and civic engagement in defining the topic and the focus of the Report. The traditional ways of ensuring the national ownership, including information distribution, consultation, active involvement, etc. have limited capacity to reach larger groups and especially those at the local level, which limits the representative basis of the decision on the topic of the Report. Innovative use of crowdsourcing technology, which has recently become a modern trend, fueling innovation and collaboration in research, business, society and government, could present novel prospects for the development of NHDRs to interact with much larger audiences, and more effectively.

**Q2: Present your idea that addresses the stated problem in one sentence?**

The project idea is to develop and introduce the NHDR Crowdsourcing Platform with the aim to foster the discussion, debates, cross-fertilization and knowledge sharing – through customized web and/or mobile applications, and offline participatory tools – about the assets most critical and important for the development of the country, thus to facilitate defining the topic and the focus of the next NHDR (which will, on the one hand, empower various groups of population with the tool to contribute to a larger effort, and on the other hand, ensure voices of local communities and minority group are heard).

**Q3: Can you begin testing your idea within 2-4 weeks of receiving the funding?**

Yes. The project will develop a NHDR formal information sharing platform that will (i) provide the participants with baseline information and basic requirements for knowledge sharing, discussing and debating; and (ii) define a model for people’s participation to capture community knowledge of assets that are critical and important for the national/local development. The community knowledge of assets, grouped along social, economic, ecological and governance lines, then will be fed into the NHDR analysis and planning processes. Given UNDP CO experience in applying modern web-based applications, extensive cooperation with local communicates and civil society organizations at the local level, it is realistic to quickly start the project implementation within the defined period of time.

**Q4: Who would want your idea now and why?**

The primary beneficiary of this idea would be the national Government and local authorities, while the secondary – UNDP CO. The next NHDR for Ukraine should address priority national theme, emerging trends and opportunities through uncovering, identifying and tapping the strengths and assets within communities as the primary building blocks of sustainable human development. By debating on various approaches, experiences and successes, and by helping to develop shared visions, the NHDR will identify new prospects for national development, will inform decision making in the management of national resources and assets.

**Q5: How your idea complements traditional methods and/or sources of information to inform decision making and enable action (government data, official statistics, and peer-reviewed research)?**

A key element of preparation of the NHDR (including the stage of defining the topic and the focus) is to make it as inclusive and participatory as possible. Usually, while defining the topic and developing NHDR, Governmental institutions, as the main policy maker, civil society and academia are engaged. This time, it is planned to involve and ensure the wide participation of local communities, as one of the drivers of the national development, to these processes. The NHDR Crowdsourcing Platform will provide an independent platform for ‘like-minded people’ from local communicates to debate, share knowledge and experience, and cross-fertilize to compose a detailed picture of available assets critical and important for local development.

**Q6: Name/reference specific initiative that inspired your approach. How will the proposed idea expand the COs network?**

The crowdsourcing concept is being increasingly expanded to strengthening public consensus to foster civic participation, strengthen communities and empower marginalized groups. The cases that inspired our thinking include: crowdsourced crisis mapping initiatives in Haiti and Libya; participatory post‐conflict and recovery mapping in Sudan; community forestry management in Nepal; elections monitoring in Guinea; Kenya open data, and many others. We believe that if the idea is tested its lessons will be useful for many UNDP COs and even Regional Centers and Headquarters – all those that develop HDRs.

**Q7: How do you propose to monitor your initiative?**

The project monitoring will be ensured during the process of running the NHDR Crowdsourcing Platform by tracking the number of participants and scope of contributions on daily/weekly basis. Once the Platform is developed and piloted, a study will be undertaken to review and assess what works and what does not, and identify the lessons to be learned for stakeholders interested in replication of the idea.

**Q8: What are the resource requirements and who are the main partners who will work on this idea?**

To be successful, a strong connection between people who use the initiative (crowd, namely local communities and authorities) and the initiators/facilitators should be established. The motivations, aspirations, objectives and appropriate incentives of the crowd to participate in the initiative are the most critical aspect to be ensured during the project implementation. Since participation is voluntary, a community of like-minded people will become the basis of successful crowdsourcing. The project budget is suggested below, with the CO cost-sharing.

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| Item  | Category  | Budget, USD |
| 1. | National consultant on developing the concept of the crowdsourcing | 4,000  |
| 2. | National consultant on developing and maintaining IT application  | 7,000  |
| 3. | Lead facilitator of crowdsourcing process | 3,000  |
| 4. | Regional/cluster facilitators of crowdsourcing process | 4,000  |
| 5. | Evaluation, report preparation and dissemination  | 2,000  |
|  |  |  |
|  | Total  | 20,000  |
|  | *Innovation Fund* | *10,000*  |
|  | *Country Office*  | *10,000*  |

**Q9: How would you integrate your approach in the wider context of your ongoing intervention or the ongoing CO work in other practice areas (or operations)?**

The project idea is largely integrated into the ongoing CO activities. First, the CO initiates a new cycle of NHDR preparation. Second, massive information on assets, experience and successes critical for local development have been accumulated over the lifespan of the two-phase Community Based Approach to Local Development project. This information will be documented, analyzed, and disseminated nationwide. Third, it is expected that during the crowdsourcing, new trends and ideas to advance local or national development will emerge and be captured for future programming.

**Q10: Tell us something about you and your experience in innovation (either in your professional or private life). What is a project that you are particularly proud of and why? Which role did you play in it?**

UNDP Ukraine was one of the country offices that started to actively use the social advertisement (such as big boards, PSA, flyers, etc.) to communicate the development issues and solutions to wide public with within its projects (such as Consumers Rights, Equal Opportunities, HIV/AIDS projects, and many others). Moreover, Videos, Flickr photo galleries, blogs have been integrated into CO website (www.undp.org.ua).The news format on the CO website has become more interactive and user-friendly (e.g. http://www.undp.org.ua/en/media/41-democratic-governance/1286-empowering-women-for-stronger-political-parties, http://www.undp.org.ua/en/media/41-democratic-governance/1266-ukraine-to-face-universal-periodic-review-in-2012-civil-society-on-alert). UNDP CO created Facebook account (http://www.facebook.com/UNDPUkraine) that as of today has 852 “Likes” from the people living in 20 countries. In addition, Flickr has more than 50,000 views. Further, Ukraine CO has started to use infographics on a pilot basis (UNDP Infographics).