

Open Innovation  
using a

Hackathon

Simon Redding

Environment Agency

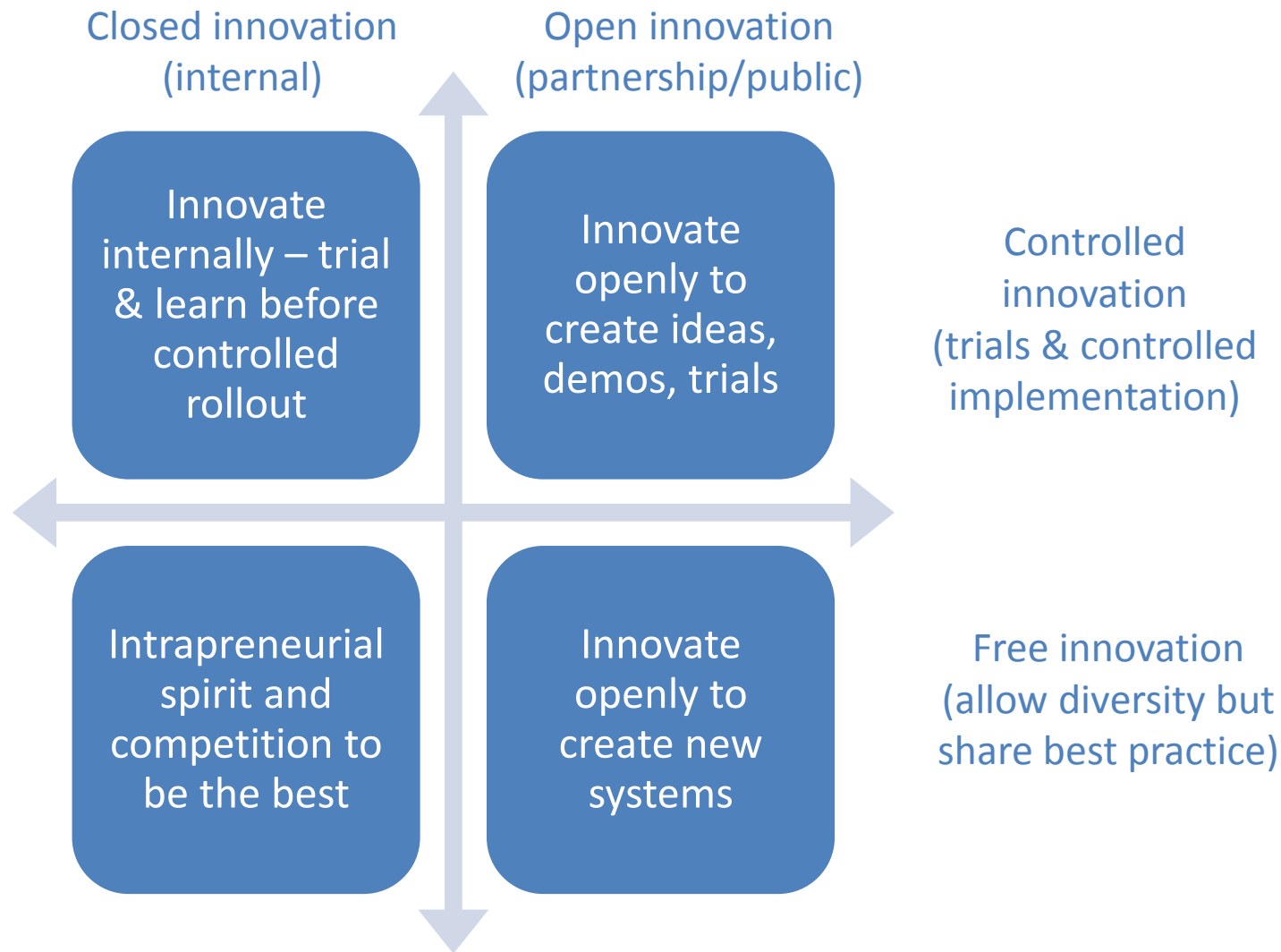
September 2013

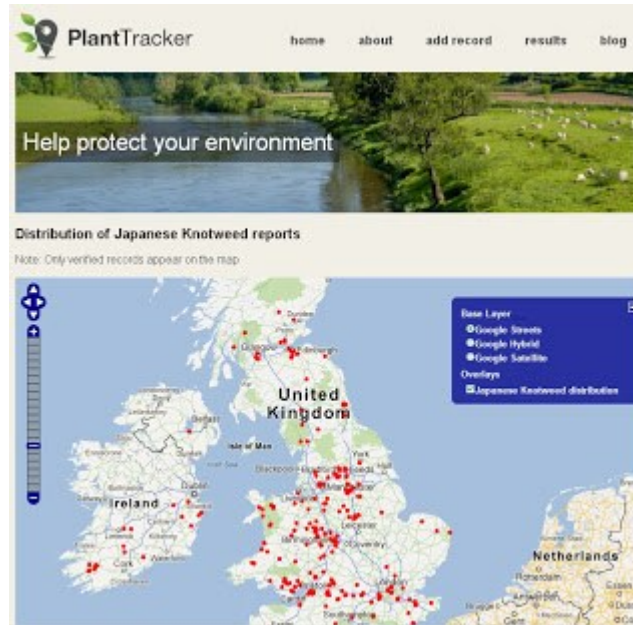
**cameras**  
A CO-ORDINATED AGENDA FOR  
MARINE, ENVIRONMENT & RURAL AFFAIRS SCIENCE

**UKEOF**  
ENVIRONMENTAL OBSERVATION FRAMEWORK

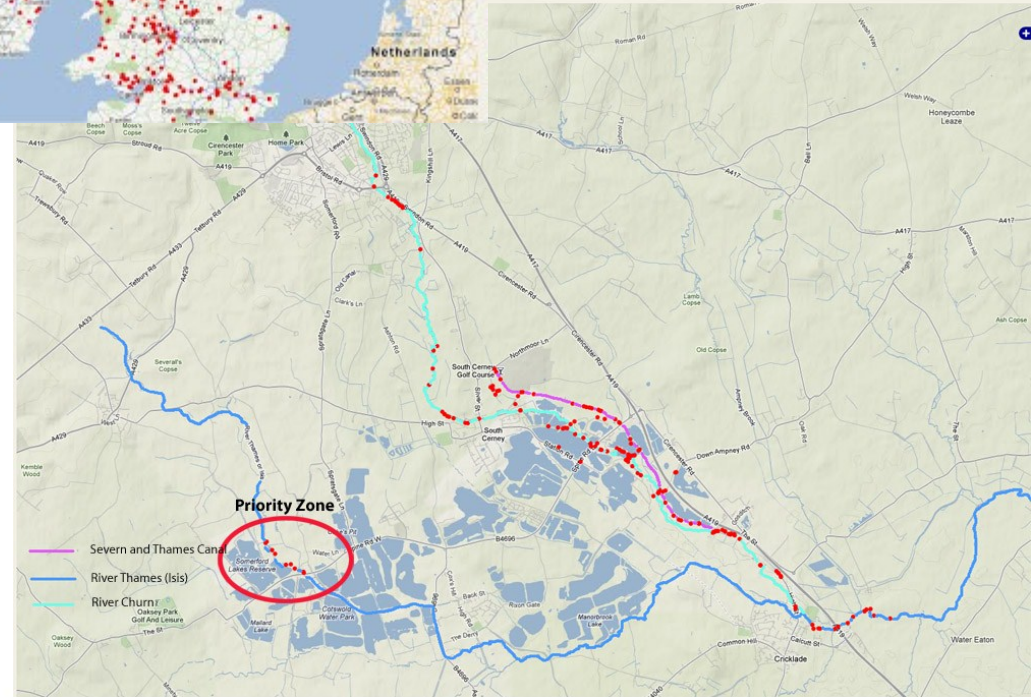
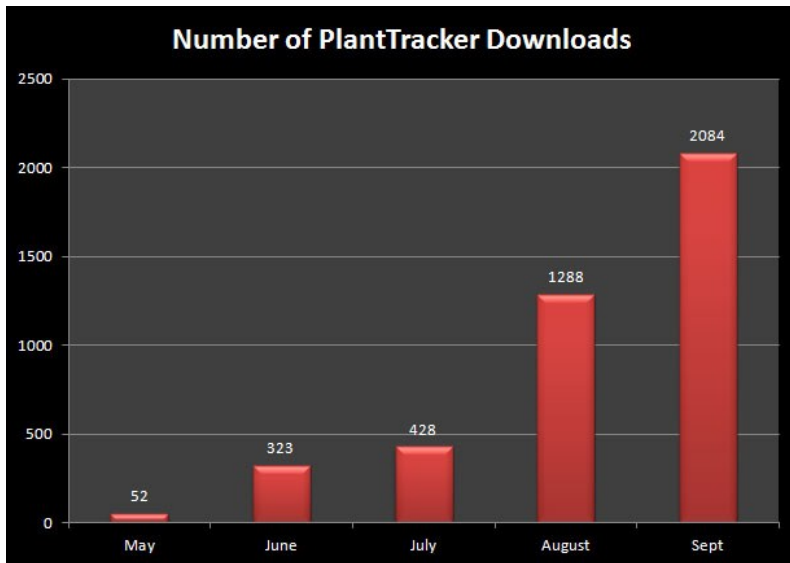
**SEPA**  
Scottish Environment  
Protection Agency

Living With Environmental Change



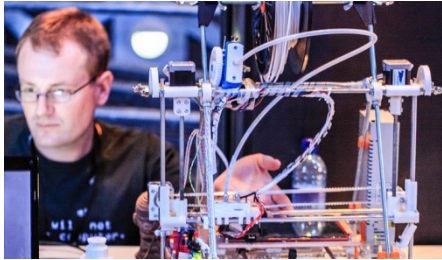
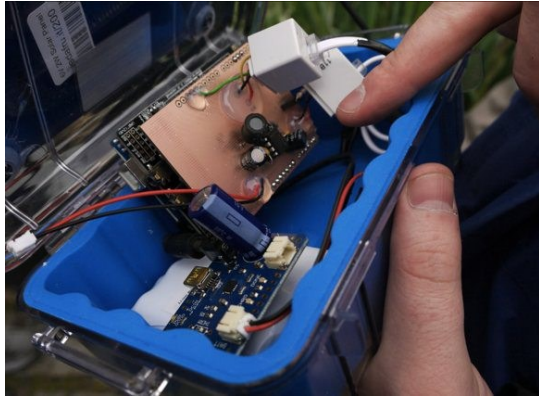


# PlantTracker: Closed Innovation but with crowd data





# Hack-a-what?



**startup  
weekend**

**ENV[:HACK]**

**Hacking for a  
better place**



**INTERNATIONAL  
SPACE  
APPS CHALLENGE**



**WHEELS, ENERGY & TRASH HACKATHON**



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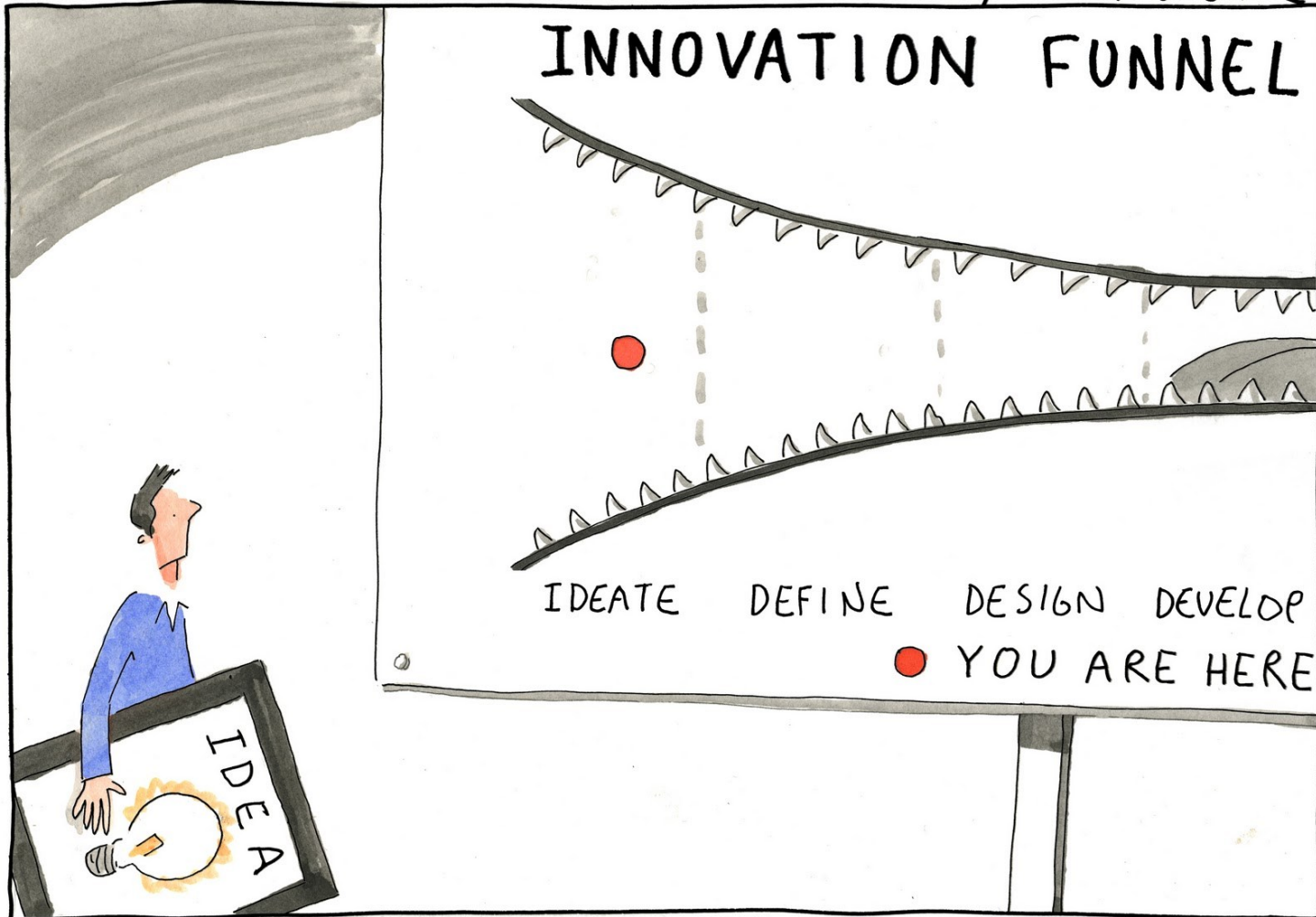
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# ...and what do you get out?

BRAND CAMP

by Tom Fishburne



© 2011

MARKETOOINIST.COM

# What you need to participate

- A free weekend
- Your experiences (not just from work)
- A willingness to learn & roll your sleeves up
- A directory of events
  - Lanyrd / Eventbrite / hackweekends.com
- A guide
  - The Hack Day Manifesto
  - Open Data Hackathon How to Guide



# Where we've been

- BlueLightCamp (we contributed)
- EnvHack (we organised)
- Geovation Challenge (we collaborated)
- Geocamp (we set challenges)

# Rolling your own

- Your challenges need to be clear
- Make your venue exciting
  - Wifi: unblocked and lots of it
  - Breakout areas (or team tables)
  - Brainstorming equipment
- Food & treats
  - pamper your teams with pizza/coffee/sugar
- Prizes. Make them unmissable
- We'd suggest asking people with experience for help
- COMMS, COMMS and more COMMS



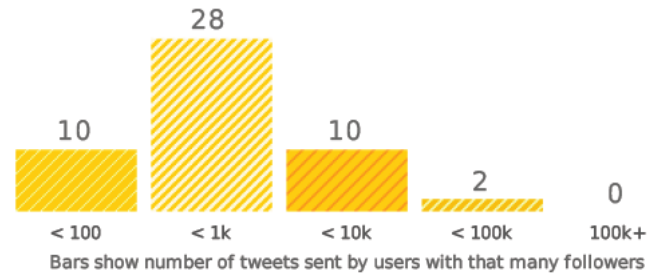
# TweetReach Report for #envhack

## estimated reach

**101,442**  
accounts reached

## exposure

**126,993** impressions

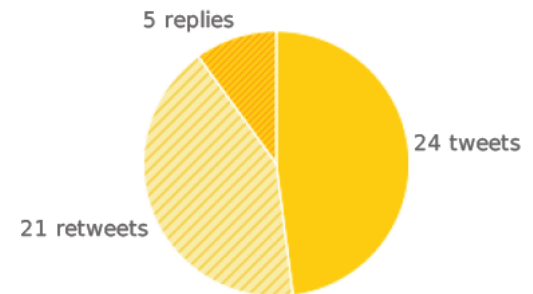
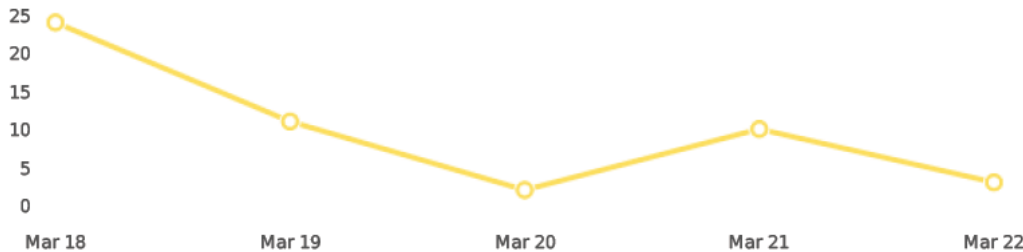


## activity






**50** tweets

**36** contributors

**5** days



# Open Data licensing

-  Consider what your teams want
  - To show others: building further partnerships
  - Maybe to start a business or social enterprise
-  “Non-commercial” or temporary licenses
-  Open Government License
-  Catalogue of available data with explanations
-  Easy to access data is important

# Benefits

- New ideas & approaches – fresh perspectives
- Challenges can be more radical than usual
- Allows partnership in a flexible setting
- Prototypes that can be taken forward
- Potential of new companies & business models
- Reputation of being open & innovative



# Risks

- Nothing comes out that's useful
- Challenges aren't clear or radical
- Open Data doesn't provide enough help
- Expectations
  - that everything will be useful & solve problems
  - that everything will be taken on & implemented
- Reputation

# Polish off a Penguin

“It’s a bit like rightmove for penguins but not really”

[penguin.hodgetastic.com](http://penguin.hodgetastic.com)

#envhack

Sunday, 17 March 13


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If a ship full of penguins magically arrived, SW1P 1SB  
would kill an estimated

**696**

penguins.



**86%**

water pollution  
score for local  
area

Look up water quality  
near you



**1419**

tonnes of  
hazardous waste  
per year

Look up waste permits  
near you



# More info?

Challenge examples:

<http://2013.foss4g.org/geohack/challenges>

<http://www.geovation.org.uk/challenge>

<http://envhack.com>

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