

## Social Capital Conference

**Conference:** SoCap Europe, Amsterdam

**Panel Topic:** Using the Power of the Crowd to Co-Create Sustainable Solutions

**Panel Description:** In this session we will show how to use the power of the crowd to solve sustainability issues. We build on the real-life example of Our Mobile Generation – an online co-creation project that developed sustainable smartphone apps. Experience the same co-creation methodology and learn how to use this technique in your own company.

**Moderator & Panelists:** Simone Valk-Stark, Enviu  
*Managing Consultant Innovation Services,*  
<http://www.enviu.org>  
Danielle Puma, Vodafone  
*Manager CSR/ Vodafone Netherlands Foundation,*  
<http://over.vodafone.nl/duurzaam/vodafone-foundation>

**Design, Methodology, Approach:** Speakers discussed aspects of the topic from their own experiences.

**Main Panel Discussion Points:** Simone Valk-Stark described how Enviru partnered with Vodafone in the Our Mobile Generation (OMG) project, which challenged users to develop innovative applications that can contribute positively to society and the earth. By using the “power of the crowd,” OMG encouraged sustainability and innovation using technology. Similarly, innovative sustainable business models can be developed to improve the global value cycles of the mobile telecom industry and possibly other fields. This topic highlighted how companies can fulfill corporate social responsibilities by using the public’s innovative ideas. This CSR strategy can potentially provide a surfeit of new ideas as it makes use of an overlooked resource.

**Outcomes & Analysis:** This session presents a model that makes use of mobile technology and the web to connect people with similar interests and to generate innovative ideas. The OMG project demonstrates how companies can use the public to co-create desired products, promote sustainability, or achieve corporate social responsibility.

**Keywords:** sustainability, technology, innovative ideas

**Paper type:** Review of conference panel.

Sandeep Ahuja  
Operation ASHA  
Delhi, India  
[sandeep.ahuja@opasha.org](mailto:sandeep.ahuja@opasha.org)