

<http://csr-news.net/main/2012/05/21/was-die-kraft-der-crowd-alles-bewegen-kann-crowdsourcing-im-einsatz-von-csr-projekten/>  
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## What can be moved with the power of the crowd Crowdsourcing in the field of CSR projects

Essen (csr-service) - Doesn't it seem natural to include society in the realization of CSR projects - to do something for society with the help of society? Today, on account of modern Internet technologies, it has become easily possible to reach the full spectrum of our society. The Internet offers an enormous volume of data and communication possibilities. A large transparency, networked structures, peer production, collaborations and interest-focused network communities are the outcome. With a summons for direct or indirect support and participation in a CSR project, a whole crowd of Internet users can be quickly found for the project.

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Crowdsourcing is a word combination from the words crowd and outsourcing. In contrast to outsourcing, crowdsourcing does not mean the outplacement of company tasks and structures to third-party companies. It means using the intelligence and work force of a "crowd" of Internet users.

The most prominent example is "Wikipedia", the free online encyclopedia where Internet users contribute their knowledge and articles. But there are also a number of professional crowdsourcing providers. Companies who develop their own crowd and offer a platform where both private persons and companies can award many different types of contracts. A "crowd" of qualified freelancers will process the orders using the Internet. Creative tasks are generally offered in the form of tenders where only the winner receives payment. On the other hand, a previously defined fee is paid to every Internet user who correctly performs tasks in the form of microjobs, such as the creation of short texts, translations, tagging, categorization, surveys and web research. It is impressive what the crowd moves and achieves using the Internet. Yet it is awe-inspiring and gratifying when the power of the

crowd is used to realize or promote non-profit CSR projects. There are already a number of very positive examples:

#### Greenwala

Greenwala is a community site, that is aimed at people who want to make the world a bit more ecological and already lead a "green" lifestyle or aspire to do so. This is a site where the community can exchange tips and hints about ecologically valuable and sustainable products and discuss the CSR activities of companies in the environmental area as well as the environmental compatibility of manufactured products. In addition, this site gives its users the possibility of actively taking part in "green" campaigns or supporting them in a variety of different ways.

#### Wheelmap

Wheelmap is a project created by SOZIALHELDEN e.V. Everyone can use the interactive map at <http://www.wheelmap.org> to find, enter and appraise (using a traffic light system) places that are easily accessible for wheelchair users worldwide. The objective of the map that has been available since 2010 is to help wheelchair users and mobility impaired persons to organize their day more efficiently. Wheelmap is also available as a free app for mobile devices. The map can therefore also be used on the go using a smartphone.

#### The Christmas imp roulette from Spieltz

The CSR project "Christmas imp roulette" is an initiative of the Kommunikationswerkstatt Cologne and the Spieltz board game publishing house. In an Internet appeal, users were asked to participate in the creation of the game content and to submit a picture of an imp as well as write a short story about an imp. The proceeds from the sale of the game went in full to an aid project that builds schools in Burundi: <http://www.project-human-aid.de>.

#### OpenIDEO

[OpenIDEO.com](http://OpenIDEO.com) is an online platform for creatives who want to make things happen. The platform can be used by companies against a licence fee who want to use the creative crowd for the realization their own CSR projects. The crowd develops ideas and solutions together up to complete concepts for projects and challenges in social areas such as famine aid, improved education in developing countries, water supply and medical care etc.

#### Ushahidi

The Internet platform [Ushahidi.com](http://Ushahidi.com) helps bring together news of disaster and deal with crises. Volunteers from the crowd send information to the platform about crisis situations such as earthquakes, oil pollution, political unrest, etc. using multiple channels including email, SMS or Twitter. Ushahidi verifies the information and then visualizes it on a map. This gives relief organizations a quick overview where possible victims can be found, where food and further aid is needed.

#### Samasource

This non-profit crowdsourcing company provides employment to people living in poverty in developing countries by giving them work that can be performed using a computer. Companies can use the Samasource platform to upload and process files as projects for tasks in the areas of text & content, data mining & tagging as well as transcriptions of audio and video files. The Samasource team breaks down projects into individual tasks and distributes the jobs.

#### clickworker.com

clickworker.com is one of the leading providers of professional crowdsourcing. As a global company it feels that assuming social responsibility is self-evident. It supports social projects with its own network of over 220.000 so-called Clickworkers. clickworker.com fulfills its responsibility towards the global environment and society by using its strength, the potential of a large and international crowd, its technology and services to support and realize social and ecological projects. The clickworker.com CSR projects are: „Clickworker against the radical right“, „steps for children“ project and a comprehensive cooperation with the "George Eastman House International Museum of Photography & Film" in Rochester, New York.