Collaboration and Innovation: How Web 2.0 is changing the way we work
GTEC – October 7, 2009
Jeff Braybrook
Senior Director,
Community Engagement and Oversight,
Treasury Board of Canada Secretariat
Background
Why we need web 2.0 and a short history
What is Web 2.0?

A revolutionary shift of the Internet from passive to collaborative.
The Power of Web 2.0

Wikipedia serves 10 billion pages each month.  
*ars technica, October 2008*

1 billion people visit social networking or blogging sites…  
*Nielsen Online, March 2009*

70% of Canadians over age 55 have visited a social networking site.  
*Canadian Internet Survey, 2007*

87% of Canadians feel the government should invest in the use of Web 2.0.  
*Canadian Internet Survey, 2007*

133 million blog records indexed by Technorati since 2002  
*Technorati, 2008*
Social media use across sectors

80% of consumers use social media*

31% of business use social media*

?? % of government use social media

*Forrester and McKinsey 2009 data
Benefits of Web 2.0

- REACH
- SHARE
- INNOVATE
- SIMPLIFY
- DISCOVER

More Effective

Source: Federal Computer Week January, 2009
5 Nations CIO Council

- Adoption still in early stages
- All have examples of government use
- Modernization of government – Public Service Renewal
- All nations establishing acceptable use guidelines
- Public perceptions and expectations
## A short history

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>Piloted blog and wiki with CIOB GC communities</td>
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<tr>
<td>2008</td>
<td>Provided policy guidance on use of internal wikis/blogs</td>
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<tr>
<td></td>
<td>Opened up wiki to all GC employees as GC PEDIA</td>
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<tr>
<td></td>
<td>Announced at GTEC</td>
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<tr>
<td>2009</td>
<td>Piloting GC CONNEX professional network</td>
</tr>
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<td></td>
<td>GC IT Innovation Campaign</td>
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</table>
One year old today!

Government creates own version of Wikipedia
Federal employees will be able to post, modify content on internal program

Vito Piileci, The Ottawa Citizen
Published: Wednesday, October 29, 2008
Thomas Kearney
Senior Director,
Applied Collaborative Tools,
Treasury Board of Canada, Secretariat

Geordie Adams
Managing Director, PubliVate
Today

Where we are

- Overview
- Three examples of Web 2.0 initiatives on the inside
- Outcomes discovered
A government-wide platform for innovation and collaboration.

- GCPEDIA
- GCCONNEX
- GCINNOVATION
- GCFORUMS
- GC...
**GCPEDIA - A place to work together**

- Pathfinder on its way to production
- Community built
- Scalable Mediawiki platform

- General purpose enterprise wiki
- Easy way to collaborate and share
- Crosses organizational boundaries
- Poses governance challenges

**Steady Adoption**

- 20-50,000 views per week
- 50-100 new users per day

![GCPEDIA statistics](image)
GCconnex
A platform for community building

- Proof of concept
- Professional networking
- Low cost groups
- Expert location
- Bookmarks
- Blogs

- Defining requirements and learning the valued applications
- Increase professional networking
- Engage and empower employees
GC INNOVATION
Tapping into the collective wisdom

- Four week “idea campaign” on how to improve GC IT services
- First time done in the GC
- PubliVate tools and processes, community solutions
- Many possible applications

- Almost 1,200 Ideas
- Over 2,000 Participants
- 68 Departments
- 8007 Votes
- 48,362 Views

![Chart showing average comments, votes, and views per idea posted]

2.41
2.41
7.241
42,72

Comments
Votes
Views
What we have observed
Sharing across silos
What we use the wiki for

- Requesting Feedback 18%
- Sharing Information 32%
- Communities of Practice 17%
- Help & Admin 10%
- Other 11%
- Projects, Meetings & Events 12%

Purpose of page, from August 2009 GCPEDIA content review, based on 670 page random sample
Knowledge preservation

Information technology innovation campaign

IT Innovation Challenge
July 2009

We are now entering the next phase of the Innovation Campaign. The 2009 CIO Executive Summit convened June 8-10 under the theme “Collective Leadership – Common Purpose, Collaboration and Commitment”. The top six ideas from the IT Innovation Campaign, selected by the review panel based on the number of votes from the IT community, for their ease of implementation, and for their value in the context of GC as an enterprise, were presented and discussed. The CIOs and Heads of IT who

Ébauche Comptes rendus – Ressources humaines et capacité – 29 juin 2009

GC IT Innovation Campaign

- 2,000 + registrants
- 7,500 Comments
- 48,270 views
Collective intelligence

Where is the security in Web 2.0?

March 13, 2009 by Andrea Wells Comments (0) Web 2.0, security

When it comes to the emergence of web 2.0 in the workplace, I have noticed that security is not effective. Why is this? And what does it mean?

Things have changed in the information security world. The general security model protects systems & information from unauthorized users, unauthorized changes, and unauthorized access. Traditionally, this has been done by tightly controlling information and all its subsequent uses. In today's Web 2.0 environment, we need to re-think all these controls.
Information sharing

HRSDC Knowledge Portal
August 21, 2009 by Steve Davis  Comments (4)
Web 2.0, HRSDC

I thought that the community here would be interested to see HRSDC’s Web 2.0 Microsoft Sharepoint and duplicate much of the functionality found here and on other sites.

Harvard Business Essentials: Innovative Strategies to Help You Develop and Implement Innovation
July 28, 2009 by Andrew Hunt  Comments (1)
Innovation

The US Federal Gov-t in the Cloud
September 16, 2009 by Ian Dumanski  Comments (4)
cloud, green computing software as a service cloud computing

It’s very interesting to see what the US Federal Gov-t is talking about. Cloud computing, in case you are not aware, allows for organizations to take advantage of external hardware and software applications without having to host their own solutions. Probably the best example of a cloud computing supplier is Salesforce.com which offers a CRM solution.

nGenera Insight Conference - May 12-14, 2009 - Toronto
June 8, 2009 by Denis Bohémier  Comments (1)

tip, tool, nGenera Insight Conference, Toronto

While at the nGenera Insight Conference in May, I blogged my experience using this particular tool. It is blocked at Transport Canada, and that now I have this, I decided to post it here. So below is the transcript as one long combined post.
Engagement

Canadian Food Inspection Agency Western Area Youth Network

Take a leadership role in your own career.

The Canadian Food Inspection Agency (CFIA) Western Area Youth Network (WAYN) is an arm of the CFIA Youth Network with over 300 members throughout British Columbia, Alberta, Saskatchewan and Manitoba. Our objectives are as follows:

- Create a sense of community in the Area and link WAYN members to other YN members across the country;
- Increase the knowledge and skill base in the Area through various learning activities and initiatives;
- Encourage the integration of new employees into the CFIA community;

CRA Young Professionals Network

Alberta oXYgen Network

GC IT Innovation Campaign

More than 30 communities of interest self-identified during 1 month long campaign

“Breathing new life into the federal public service”

“Une bouffée d’air frais pour revigorer la fonction publique fédérale”

As for Alberta’s new generation of federal government employees, it is open to self-identified new and young employees.
Regional success stories

Conseil fédéral du Québec

Le Conseil fédéral du Québec facilite la collaboration entre les ministères et organismes fédéraux du Québec pour mener des projets dont tous bénéficieront, partager de l’information et de bonnes pratiques et faire connaître les préoccupations et perspectives de la région aux instances nationales.

Pour mieux servir les citoyens, travailler ensemble constitue un précieux atout!

Yellowknife new registrants at play

I just attended a session with Karl Ghiara this morning at 8:30. Merci beaucoup! This tool will likely be very helpful.

13:05, 15 September 2009 (EDT)
Vibrant discussion

Applying Leading-Edge Technology Working Group

Wow, I created some high-level discussion with my site to plan your movie peek break. Thom Kearny, Senior responsible for Treasury Board's GCpedia Initiative, apparently my blog post took over the majority that steer committee of Social Networking meeting earlier that day. The topic of discussion was enterprise social networking (ENS) tools in the Government.

That is a good question. Here is my opinion.

comment (17)

Overheard someone talking about "this government face" bus today. I wonder if they were talking about GCconnect.

GC IT Innovation Campaign

- 2,000 + registrants
- 7,500 Comments
- 48,270 views
Groups coming together

GC IT Innovation Campaign

More than 30 communities of interest self-identified during 1 month long campaign
New applications

Most viewed pages

- Main Page (221,970)
- Category:Communities (31,312)
- Category:Project (10,360)
- Information management community (10,029)
- Information technology innovation campaign (8,980)
- Help:Getting Started (6,843)
- Applying Leading-Edge Technology (CCO Working Group) (6,000)
- National inventory of bridgeable students (5,476)
- Category:Lexiconapedia (5,455)
- Common Look and Feel (CLF) (5,033)

Talk: National inventory of bridgeable students

It's working!

I would like to provide some positive feedback to the developers of this page. I think it's great! Within a week of posting my information on the site I was already contacted by...

Flight Engineer Chronicle

When you are ready to start having your say on the on the questions posed by the FE Working Group click on this link... work space

BREAKING NEWS

As of the 14 Sept

Please ensure immediate and widest distribution to all your units and Flight Engineers.
Summary of observations

- Sharing & trust across silos
- New ideas from the crowd
- Open, responsible behavior
- Appropriate risk taking
- Time to move beyond experiments
- Powerful tools to enable regional and horizontal communities
The way ahead

What we have learned and next steps with Web 2.0
What are the most important practices for successfully using Web 2.0?

75% of business leaders say integrating use of Web 2.0 into employees’ day-to-day work activities.

59% of business leaders say senior leaders should model & champion use of technology.

*June 2009 McKinsey survey of business leaders*
Summary of lessons learned

- Engages youth and regions like nothing before
- Easy to use, but challenging to sustain (Horizontal funding)
- Enables culture change and flattens organizational hierarchy's

Community & reuse enable more effective public service (not technology)
A platform for sharing knowledge & building communities

GC wide, mostly open collaborative workspace
Centrally hosted, community built and maintained

GC FORUMS & Other

GC PEDIA
Enterprise Wiki

GC INNOVATION
Idea Campaigns

IRCAN
Code sharing

GC CONNEX
Professional Networking

GEDS+
Common GC Directory

Common profile and logon information
Next steps

- Guidance on external use
- GCPEDIA to production status
- GCCONNEX to pathfinder
- Integration of tools
- More Innovation Campaigns
- **Info Source** (Pilot production on wiki)

www.gcpedia.gc.ca
Questions?