

Crowdsourcing, & Synthetron

Term used to describe the process of **collecting ideas or opinions** based on the participation of a **large number of individuals**

The objective is to capture the **collective intelligence** of a group of people (citizens, consumers, collaborators, experts, ...) for their skills, their knowledge, their ideas or their opinions

"Philosophy" = sharing knowledge or ideas within a group in a collaborative and interactive way will provide much **greater benefits** than the **sum of the contributions of individual participants**

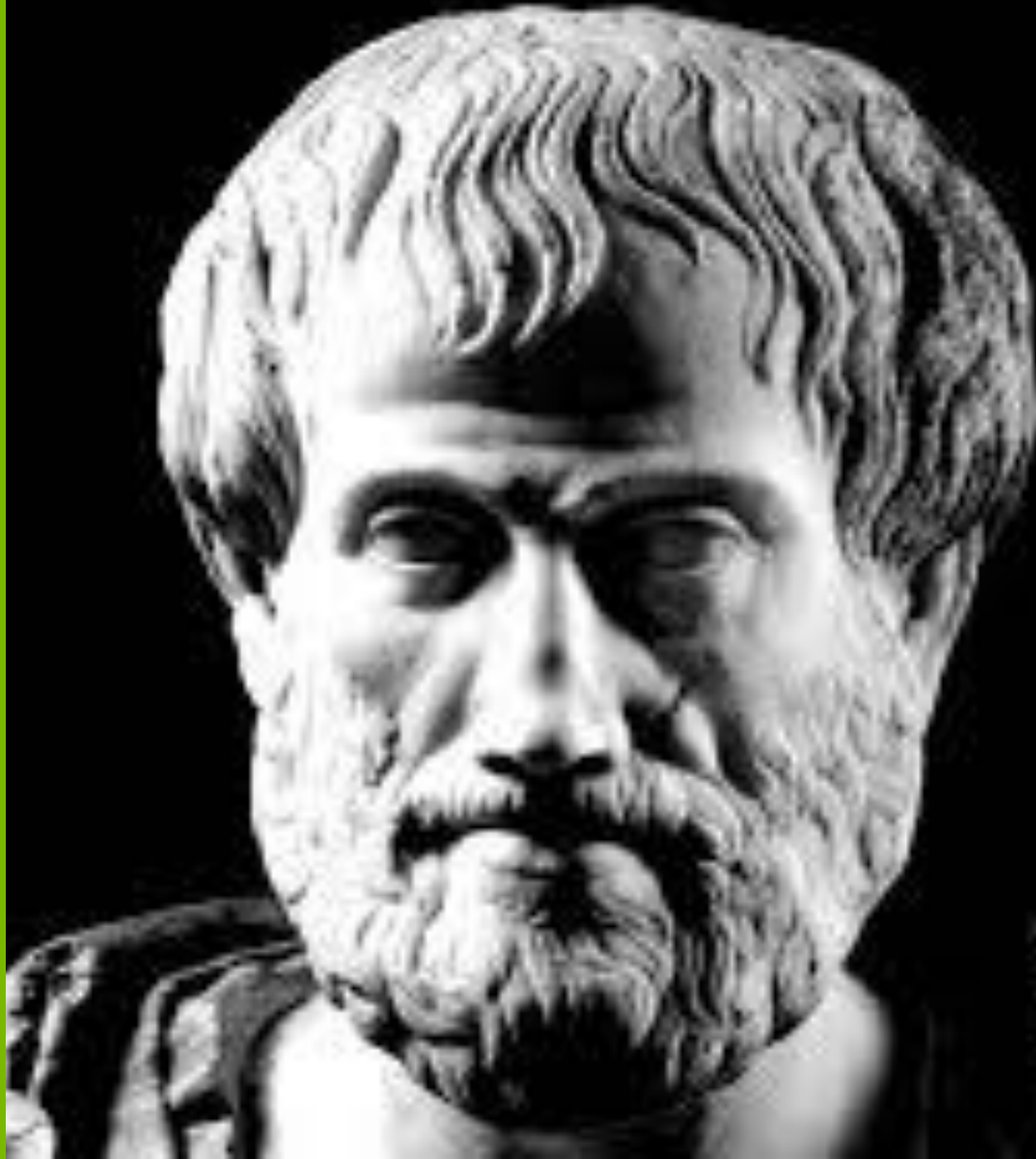
Crowd-sourcing

Quid?

Crowdsourcing's
godfather

Aristotle

*“When people get
together, they can
collectively surpass as a
group ... the quality of the
best taken separately”*





Compared to other crowdsourcing tools, the Synthetron platform offers **several specificities** combined in a **unique way**:

- the purpose of a Synthetron's crowdsourced debate is to automatically identify and prioritise the best-shared ideas or opinions of a group of people (from 12 to 1200 participants per session)
- The participants are immersed in a "virtual bubble" in which they exchange in **writing**, in a **collaborative, interactive, anonymous** and **real-time** way - to allow a true "**confrontation and cross-fertilisation**" of ideas.
- Participants **post** messages, **react** to messages from peers, and are invited to **systematically evaluate** messages from other members of the group. These evaluations are **automatically consolidated** via an **algorithm** by the software - the summary of the session is **available immediately** after its closure
- The sessions are **short** (45 'to 75'), **facilitated by a moderator** and targeted (structured on the basis of a **pre-established script**)

Crowdsourcing
debates
via the
Synthetron
platform



We help engage crowds to get answers to your important questions

Instantly achieve actionable insights from crowdsourcing dialogues

(like a mass focus group with conclusion)

Moderated, anonymous, interactive, scalable, engaging, conversations online under guidance of a moderator, instantly generating participants short list of best ideas in 1 hour

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What we offer

A way to reach beyond surveys and interviews to engage and listen, picking up on important insights

Discover what employees, managers and stakeholders really **think, feel, observe and experience** about a specific topic: your culture, strategy, integration post merger..... Get to know the issues, causes but also what they would like to change or what they see as key success factors and **solutions**

What we bring

We bring **10 years of experience** with a seasoned professional team working in close collaboration with you

Our unique crowdsource **tool** and our multilevel **analysis methods** enable you to reach much deeper into your organization

We can supply you the tool, train you or help you end to end

Evolutionary crowdsource dialogues

Synthetron dialogues are **one-hour**, online, written conversations attended by anywhere **from 10 to 1,500 people**, who participate on their PC, laptop or tablet from wherever they are in the world.

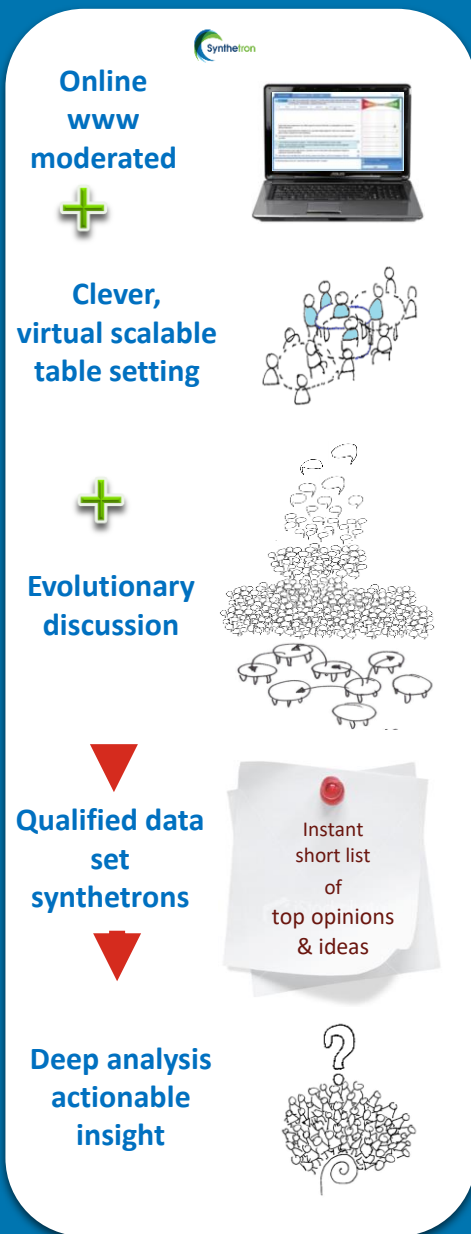
The **dialogues are interactive and anonymous**. This means employees can respond honestly, unhindered by their own positions and interpersonal relationships.

The process is very **efficient**, e.g., a group of 100 participants will typically share 1,000 to 1,500 ideas during a conversation that they describe as engaging and rewarding. collaboratively they identifies and ranks their top 100 ideas.

Synthetron **dialogues are tailored to your specific needs**: focus can vary from feedback, reflecting in a think tank, engaging and searching alignment during change, solving problems and/or co-creating solutions We manage the process closely from start to finish and we know how to design a good script. We moderate, you co-moderate, and together we adapt the script to the conversation as it happens.

When the conversation is finished you **receive an instant report** and all the data collected in Excel format. We then subject the data to a robust and quantitative **in-depth analysis** in order to translate the instant report into actionable insights for you.

In less than a month after we start you receive **the final report**, providing management with a view on the content, the change forces at work, the mind-set, the buzzwords and the benchmarks. **You can focus on the management summary** with the “Why it matters” action table, or you can drill down to all statements received.

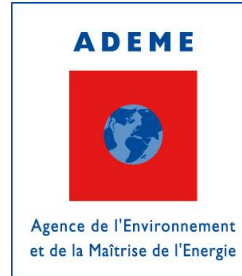




CENTRE EDGAR MORIN



institut international de recherche
politique de civilisation



Pacte Mondial des Lycéens pour le Climat

Examples of Deliverables

Alfredo Pena-Vega
Coordinateur scientifique
Centre Edgar Morin-IAC/EHESS-CNRS

Eric Cabocel
Directeur France- Synthetron

**COP21 – Espace Génération Climat – Le Bourget -
9 décembre 2015**

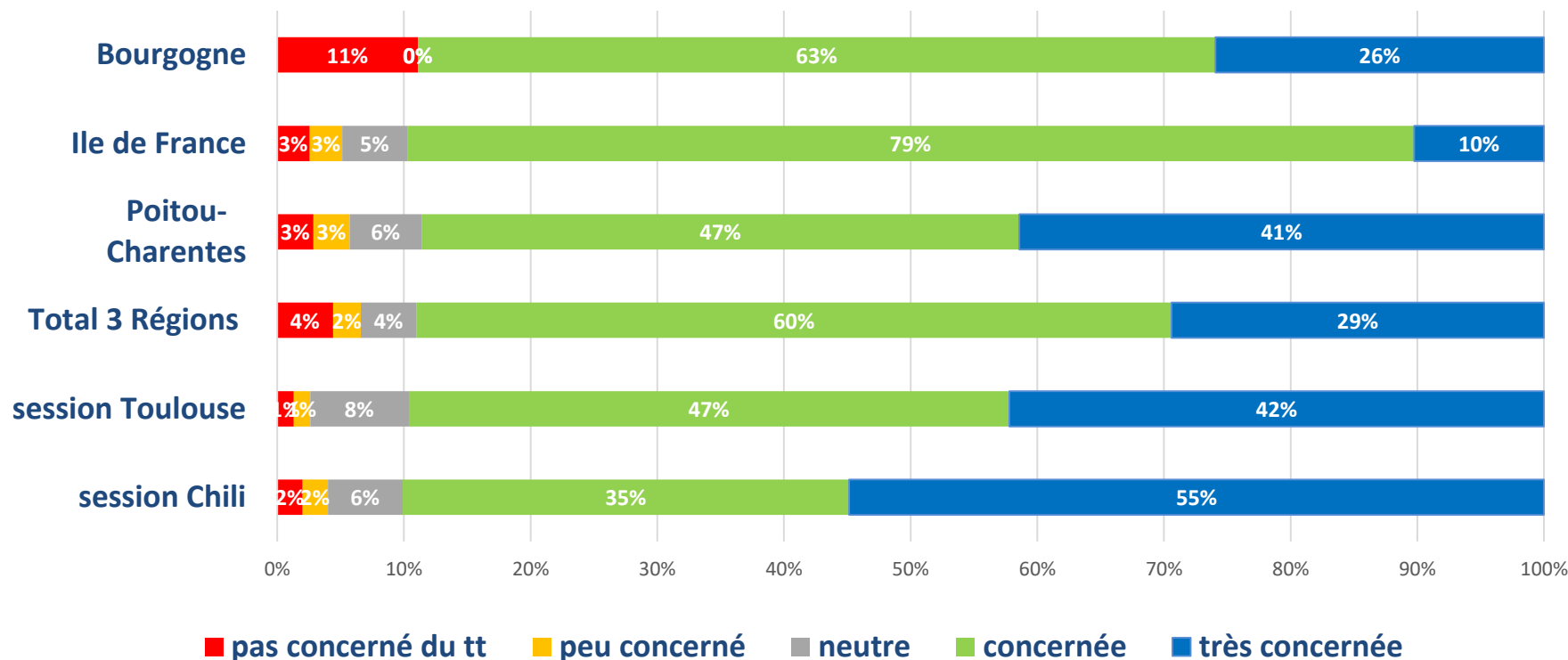
High-school students are particularly worried about climate change as it impacts first and foremost their generation, as well as those that will follow

« Comment considères-tu le changement climatique ? Est-ce important pour toi et ceux qui te sont proches? Te sens-tu concerné(e) ? »

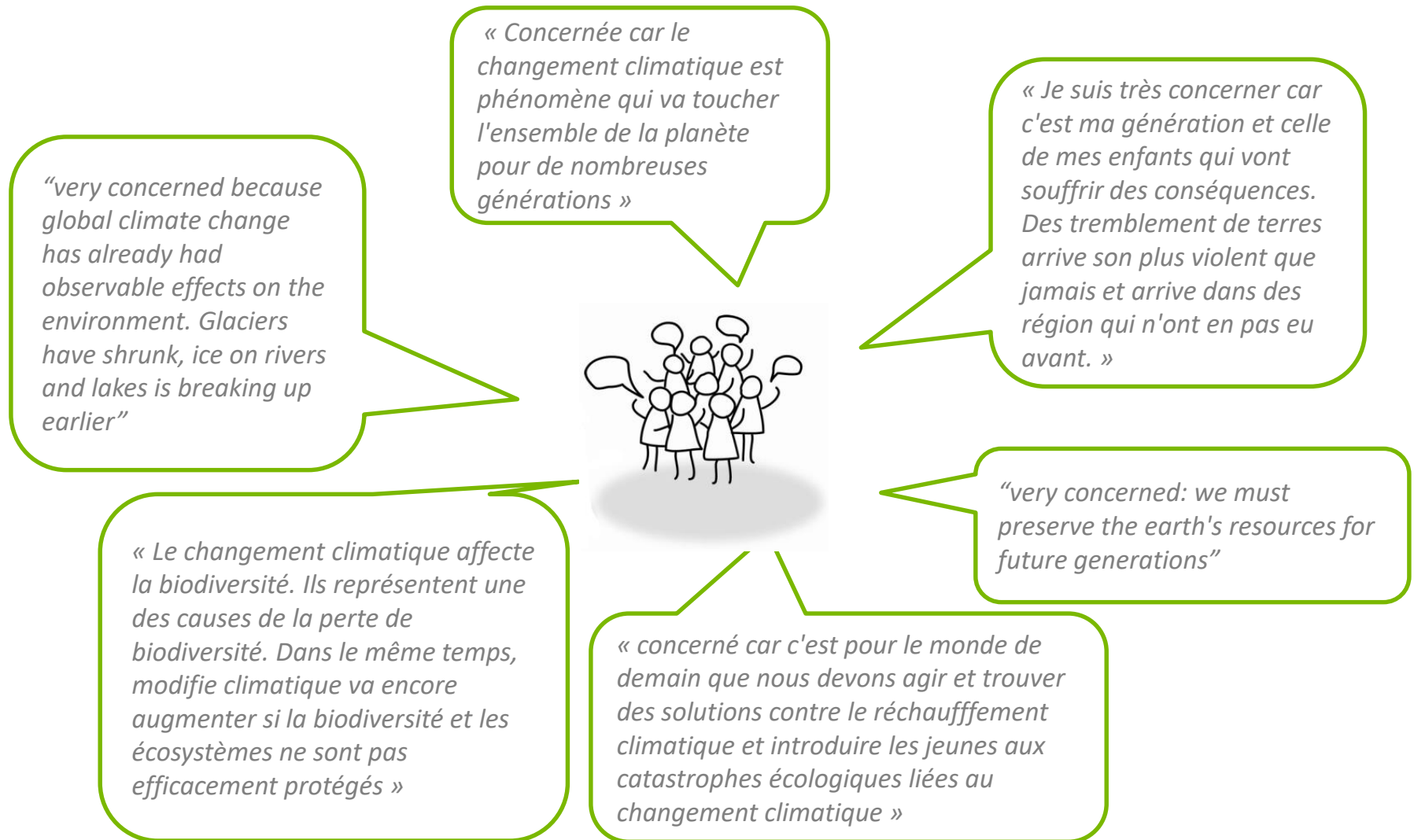


Compared to their Chilean peers, young people living in France seem on average less frequently "very concerned" by the impact of climate change ...

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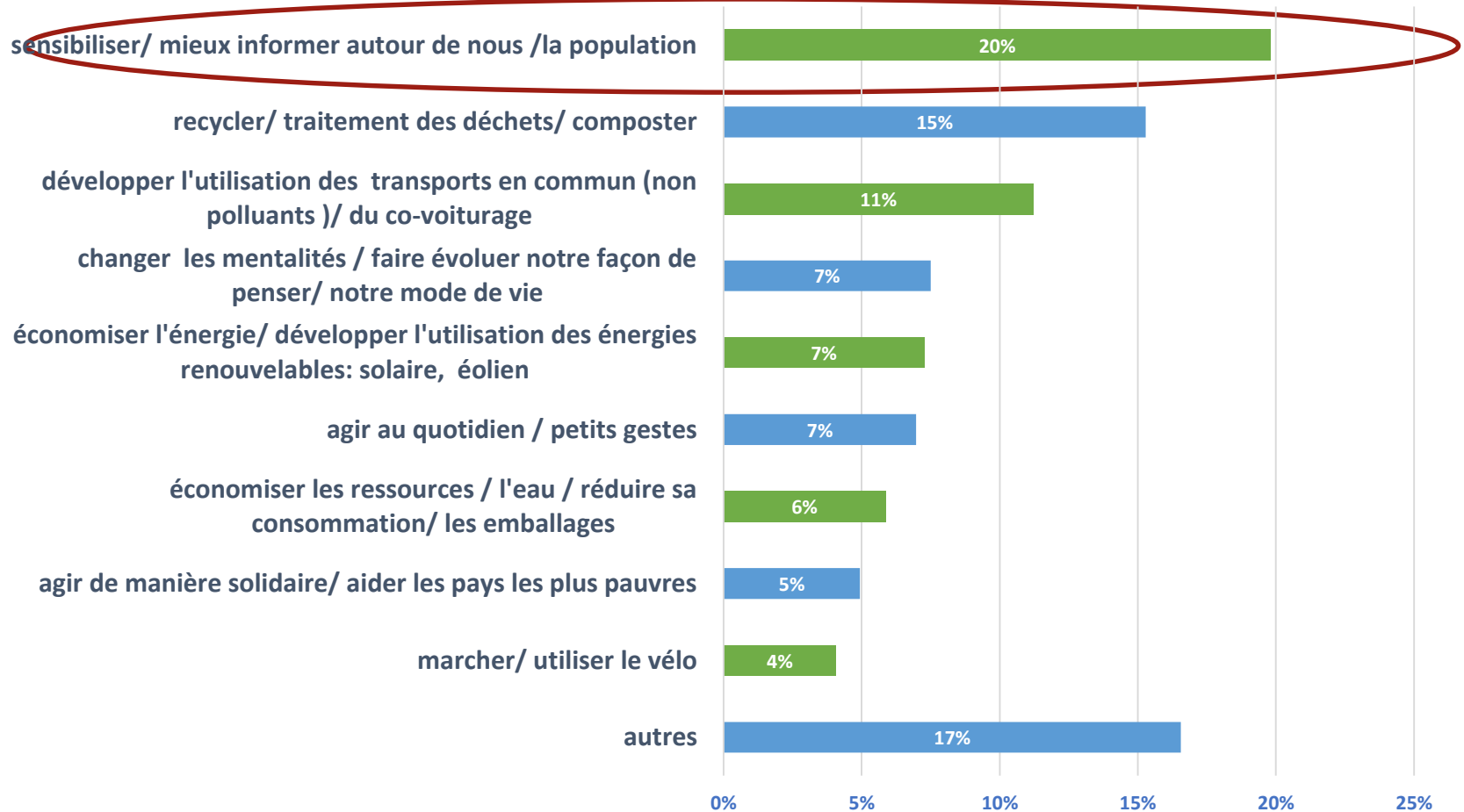


... some of «concerned» messages posted by individual participants - and which enlisted a high level of support (votes)



Students put forward a number of actions in 9 key areas, to mitigate the impact of climate change (e.g.: outcome of session with Bourgogne/ Ile de France/ Poitou-Charentes students)

Importance relative des différentes thèmes d'action proposés (Base: % poids total des votes)



Examples of actions put forward by the students in the field of recycling and selected by the group (Toulouse debates with 12+ nationalities)

PQ prendre que des mesures industrielles ? On pourrait agir au niveau gouvernemental avec par exemples des mesures plus passives telles des subventions aidant à l'épuration des rejets industriels,... E

National: utiliser la règles des 3 R, c'est à dire Réduire, Réutiliser et Recycler les sachets plastiques.

Je pense que l'effet de serre est due à la pollution excessive. Nous devons essayer de réduire le niveau de pollution dans notre pays. Si nous pouvions Je pense qu'on devrions réduire le nombre d'usines

Mise en place poubelle recyclage dans toutes les communes et lieu publics

je pense que faire des geste simple comme trier les déchets ou prendre des déchets organique pour faire du compost c'est genre de chose pour et inculqué cela des le plus jeune age.C'est des geste que tous le monde peut faire pas cher et par la suite faire un peu plus, être plus conscient de ce qu'il arrive. Et aussi limiter la circulation au centre ville et favoriser les transport en commun les vélos etc... tout cela diminuera la pollution !



ne pas les interdires forcement, mais au moins les taxés Elaborates on: National: interdire les usines trop polluantes

we should follow France's example : not throwing away food, but giving it away to charity or turning it into food for animals Elaborates on: avoid food waste by choosing the desired amount Elaborates on: yes, but we don't know how to recycle them Elaborates on: Water. Solar pannels are a good idea because thereby are free energy

we must begin to take into consideration that we should take care of our planet, by using environmental friendly products, recycling paper, glass and even plastic Elaborates on: As it affects us a lot, we will suffer from many diseases and we will not be capable of raising our children

PROPOSITION : Supprimer les emballages, pour regrouper les aliments et transformer les rayons des supermarchés en distributeur de nourriture pour que chacun puissent choisir sa quantité et qu'il n'y est pas de gaspillage et de déchet d'emballage

Synthetron =

**10 years of
crowdsourcing
expertise**

in 15 languages

18 countries

**and across 5
continents**

