

Open Innovation

Creating the Next Generation of Government

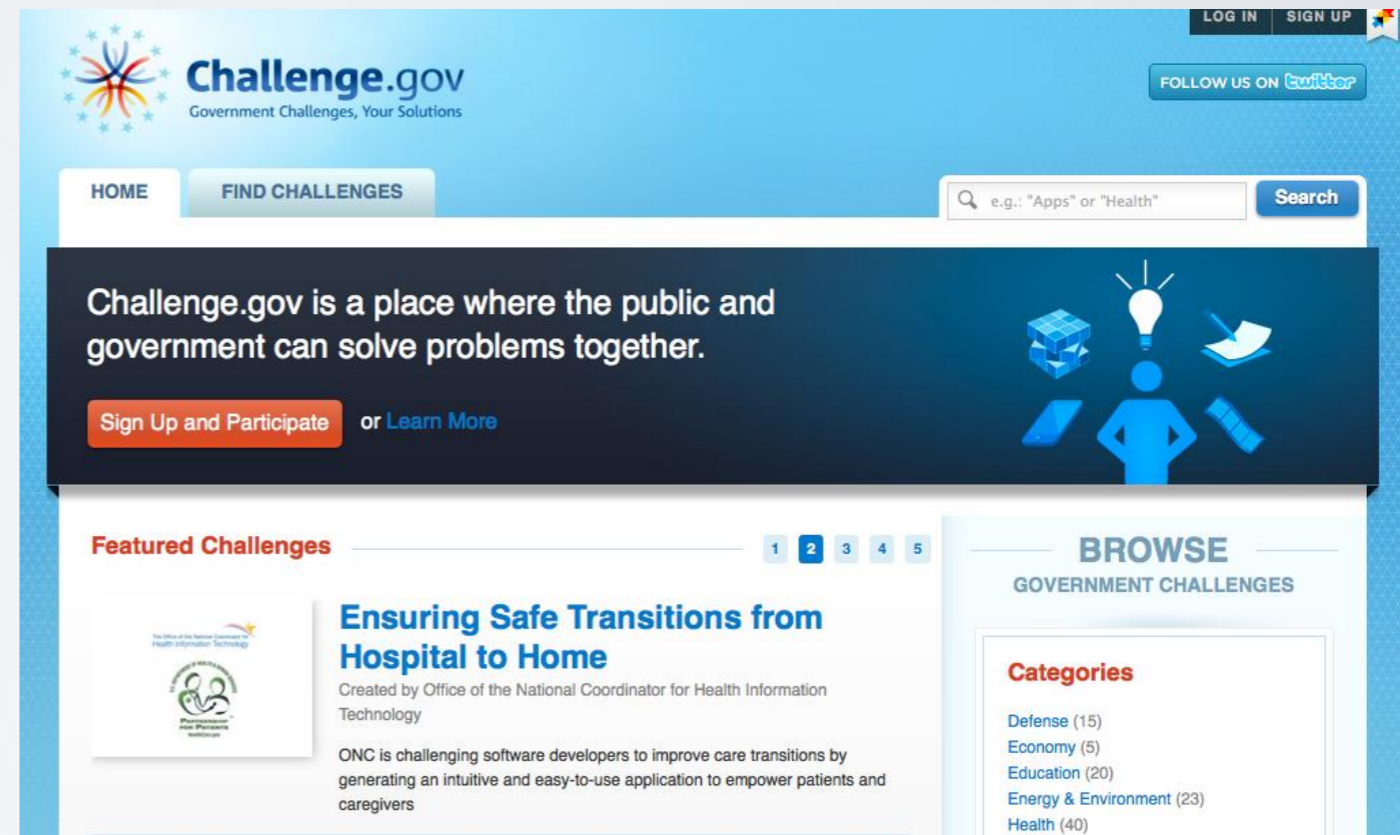
challenges

- Make Government Stronger - **Transparency**
- Make Government More Efficient - **Participation**
- Stimulate Economic Growth- **Collaboration**



Solutions

- Government as a **Platform**
- Provide services **directly to the citizen wherever and whenever**
- Enabled by **Technology**



Impact - Transparency

www.Recalls.gov Your Online Resource for Recalls

Consumer Products | Motor Vehicles | Boats | Food | Medicine | Cosmetics | Environmental Products

Recent Recalls
To provide better service in alerting the American people to unsafe, hazardous or defective products, six federal agencies with vastly different jurisdictions have joined together to create www.recalls.gov -- a "one stop shop" for U.S. Government recalls.

Search for Recalls
Follow the tabs above to obtain the latest recall information, to report a dangerous product, or to learn important safety tips.

Recalls on the Go
When you're buying and using products, safety comes first. And now, with this product recalls application, you have vital safety information available whenever and wherever you need it - right on your mobile phone, thanks to the [RECALLS.GOV mobile application](#).

Sign Up for E-Mail

Información en Español

USA.gov
Government Made Easy

Whether you're at your child's day care center or a yard sale, whether you're at a store or at home, you can now type a product's name into your phone and learn immediately whether that product has been recalled because of a safety concern. You can also see photos of recalled products and learn what to do with recalled products in your homes.

Stay informed, stay safe, check for product recalls.

Recent Recalls

- Jun 29, 2010 - Big Fireworks Super Lightning Rockets
- Jun 29, 2010 - Radio Systems Power Adapters for PetSafe Heated Wellness Sleepers pet beds, Radio Systems Power
- Jun 28, 2010 - Pure Base Distribution Issues Allergy Alert on Undeclared Milk and Wheat in "Pure Base Garlic Spread -
- Jun 28, 2010 - INZ Distributors

USA.gov logos: safecar.gov, NHTSA, U.S. Coast Guard, FDA, USDA, EPA

Consumer Products | Motor Vehicles | Boats | Food | Medicine | Cosmetics | Environmental Products

Impact - Participation

The screenshot shows the Mom Maps website interface. At the top, the logo 'mommaps' is displayed in green, with 'kid spots on the go' underneath. To the right of the logo is an illustration of a woman and a child holding a red balloon. Below the logo is a search bar with the text 'Search for Kid Spots:' and a placeholder 'Enter Address or Zip code for kid spot'. A red 'GO!' button is to the right of the search bar. On the left side, there is a vertical list of category buttons: 'Playgrounds', 'Parks', 'Restaurants', 'Museum', 'Indoor Play Areas', 'Infant Spots', and 'Add Kid Spots'. In the center, there is a section for the 'Mom Maps iPhone App'. It features an image of an iPhone displaying the app's interface, a button that says 'Available on the iPhone App Store', and a description: 'Mom Maps helps you find kid-friendly spots on the go! Mom Maps is a new iPhone application that helps you find kid friendly locations when you are on the go! It contains an extensive list of Parks, Playgrounds, Restaurants, Museums and Indoor Play Areas that are kid friendly and fun. Using GPS - You'll see results which are close to you, plus a map to get you there.' To the right of the app section, there are two red buttons: 'Join Mom Maps' and 'Sign In'. Below these are social media links: 'Featured Mom Mapper' with a profile picture of 'kellytirman' and a 'View profile >>' link; 'Become a Facebook Fan!' with the Facebook logo; and 'Follow us on Twitter' with the Twitter logo. At the bottom right, there is a 'Mom Maps Winner' section with a profile picture of Mark and text: 'Congratulations to Mom Maps winner, Mark from California. He won a \$100 gift certificate to Amazon. View profile >>'. At the bottom center, there is a 'Featured Spot' section with a small image of a park and a 'View map & read reviews' link.

mommaps
kid spots on the go

Search for Kid Spots: **GO!**

- Playgrounds
- Parks
- Restaurants
- Museum
- Indoor Play Areas
- Infant Spots
- Add Kid Spots

Get Mom Maps iPhone App
Mom Maps helps you find kid-friendly spots on the go!

Available on the iPhone
App Store

Mom Maps is a new iPhone application that helps you find kid friendly locations when you are on the go! It contains an extensive list of Parks, Playgrounds, Restaurants, Museums and Indoor Play Areas that are kid friendly and fun. Using GPS - You'll see results which are close to you, plus a map to get you there.

Join Mom Maps

Sign In

Featured Mom Mapper
kellytirman
[View profile >>](#)

Become a Facebook Fan!

Follow us on Twitter

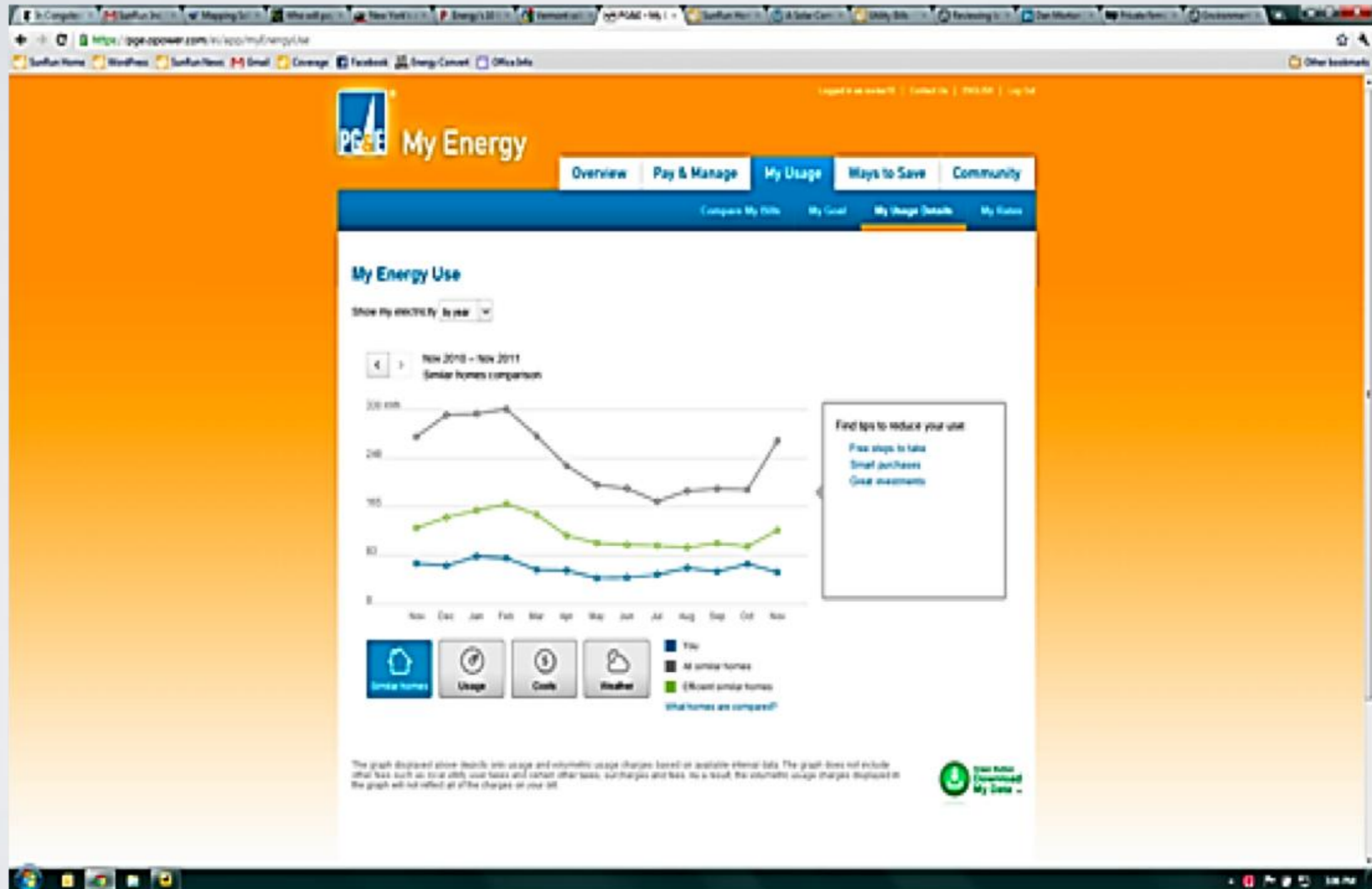
Mom Maps Winner
Congratulations to Mom Maps winner, Mark from California. He won a \$100 gift certificate to Amazon.
[View profile >>](#)

Featured Spot

[View map & read reviews](#)

Launching in cities near you.
Know of a kid-friendly spot not on the list? [Add it](#) to the website!

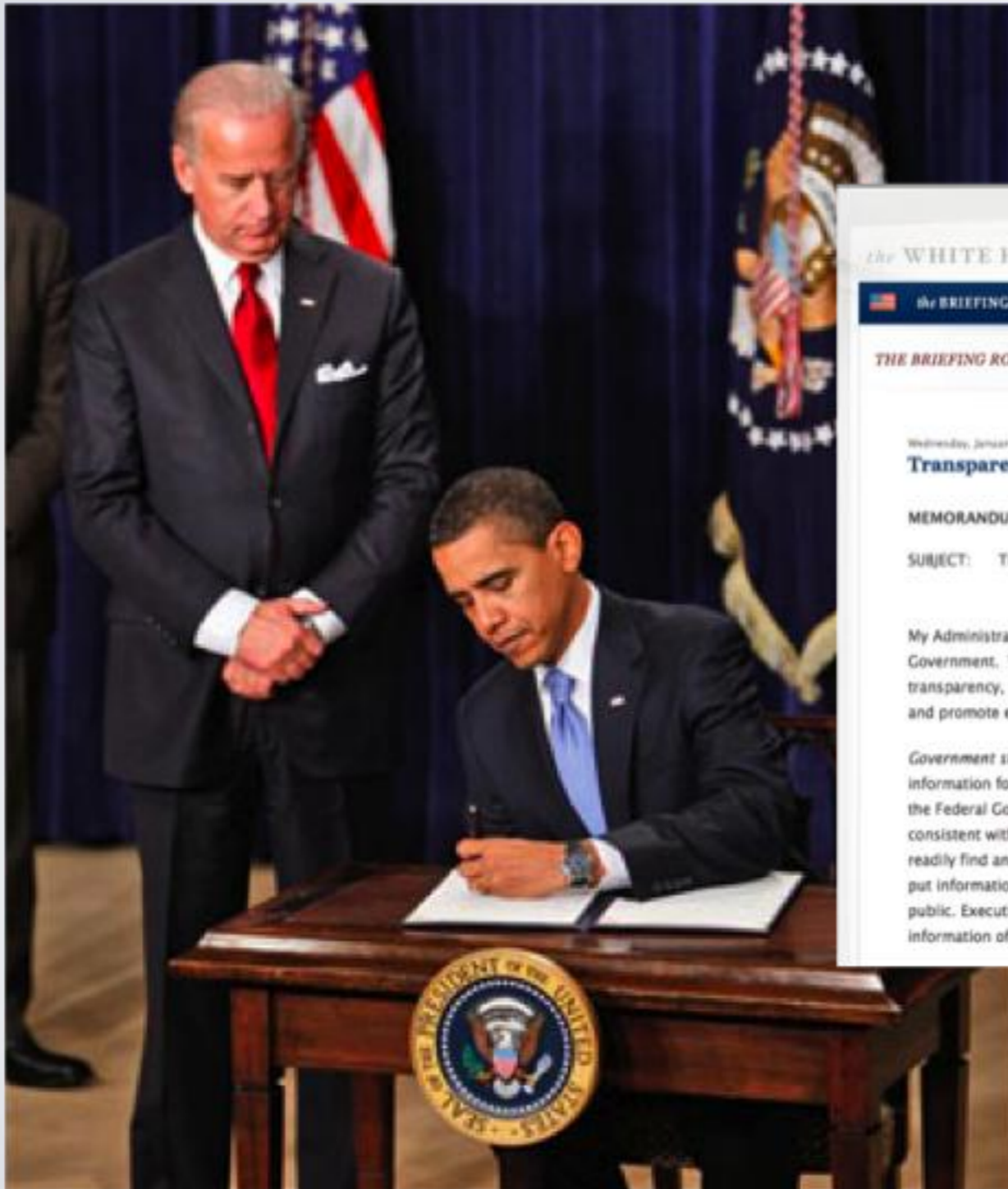
Impact - collaboration



Tools At Our Disposal

Open Government

Open Government



The screenshot displays the White House website's 'THE BRIEFING ROOM' section. At the top, there is a navigation bar with links for 'THE BRIEFING ROOM', 'ISSUES', 'THE ADMINISTRATION', 'ABOUT THE WHITE HOUSE', 'OUR GOVERNMENT', and 'CONTACT US'. A search bar is located on the right side of the page. The main content area features a memorandum dated Wednesday, January 21st, 2009 at 12:00 am, titled 'Transparency and Open Government'. The memorandum is addressed to the heads of executive departments and agencies. The text of the memorandum is as follows:

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

SUBJECT: Transparency and Open Government

My Administration is committed to creating an unprecedented level of openness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government.

Government should be transparent. Transparency promotes accountability and provides information for citizens about what their Government is doing. Information maintained by the Federal Government is a national asset. My Administration will take appropriate action, consistent with law and policy, to disclose information rapidly in forms that the public can readily find and use. Executive departments and agencies should harness new technologies to put information about their operations and decisions online and readily available to the public. Executive departments and agencies should also solicit public feedback to identify information of greatest use to the public.

On the right side of the page, there are two promotional boxes. The top one is titled 'LATEST NEWS and UPDATES' and features a 'READ THE BLOG' button. The bottom one is titled 'THE AMERICAN PRESIDENTS' and features a portrait of George Washington with the number '1.' and a 'VIEW SLIDESHOW' button.

QuickTime™ and a
decompressor
are needed to see this picture.

4. Data Communities

The screenshot shows the homepage of Energy.Data.Gov. At the top left is the logo for DATA.GOV / ENERGY BETA. At the top right are links for Login and Sign Up. The main banner features a green background with the text 'WELCOME TO ENERGY.DATA.GOV' and a description of the site's purpose. To the right of the banner is a section for 'SPECIAL FEATURES AMERICA'S HOME ENERGY EDUCATION CHALLENGE' with a 'VIEW MORE' button. Below the banner is a navigation menu with links for Home, Data/Tools, Apps, Maps, Challenges, Resources, Blogs, and Forums. A search bar is located on the right side of the navigation menu. Below the navigation menu is a breadcrumb trail: Data.gov » All Communities. The main content area is divided into three columns: 'Welcome', 'Energy Data Features', and 'Challenges'. Each column has a title, an image, a paragraph of text, and a 'Read More' button.

DATA.GOV / ENERGY BETA EMPOWERING PEOPLE [Login](#) | [Sign Up](#)

WELCOME TO ENERGY.DATA.GOV
where data and insight are combined to facilitate public discussion and awareness of our Nation's energy activities. Whether you are interested in alternative fuels, managing buildings to be more energy efficient, or trying to manage energy in your own home, we have something for you. Look at the data, use the apps, join the conversation. [Make a Suggestion](#)

SPECIAL FEATURES
AMERICA'S HOME ENERGY EDUCATION CHALLENGE
[VIEW MORE](#)

NSTA National Science Teachers Association
U.S. DEPARTMENT OF ENERGY

[Home](#) [Data/Tools](#) [Apps](#) [Maps](#) [Challenges](#) [Resources](#) [Blogs](#) [Forums](#) [SEARCH](#)

Data.gov » All Communities

Welcome



Energy.data.gov is a new open government initiative to increase awareness of and deepen insights into our Nation's energy performance. Energy.data.gov brings together high-value datasets, tools, and applications to shed new light on energy use. These free datasets and tools have been gathered from agencies across the Federal government with the goal of empowering all Americans to understand energy issues, including energy consumption within the Federal government.

[Read More](#)

Energy Data Features



An early focus of Energy.data.gov is on energy use in homes and buildings and opportunities for energy efficiency, especially among Federal government buildings. For the first time ever, Energy.data.gov now features detailed data on historical energy consumption and costs of all Federal agencies back to 1975 by agency, end-use sector, and energy type.

[Read More](#)

Challenges



To maximize opportunities for education and entrepreneurship across a diverse set of energy subjects, Energy.data.gov has challenges, prizes, and competitions that relate to energy data in meaningful and engaging ways. Compete in a challenge, get to know winners of previous challenges, ask questions, and share your great ideas!

[Read More](#)

5. Reviewing Existing Agency Rules

CURRENT RULE

AIR TRAVEL ACCESSIBILITY

The Department of Transportation (DOT) is proposing to require that many air travel websites, as well as automated airport check-in kiosks, be made accessible to people with disabilities. What should the standards for web and kiosk accessibility be? Which websites and how many kiosks should be covered? How long should companies have to make the changes? Data about the benefits, costs, and feasibility of these changes will be very important to DOT's final decisions.



The issues: *Click on what interests you most.*

 **Kiosks:**
Accessibility standards
(14 comments)

 **Kiosks:**
Benefits & costs of
accessibility
(7 comments)

 **Kiosks:**
Which? When?
(1 comment)

 **Websites:**
Accessibility standards
(7 comments)

 **Websites:**
Benefits & costs of
accessibility
(3 comments)

 **Websites:**
Which? What content?
(2 comments)

 **Websites:**
Implementation when?
(1 comment)

WHAT'S HAPPENING NOW

 **ANNOUNCEMENTS**

 **RECOMMENDED**

 **RECENT COMMENTS**

September 19, 2011 – What Is Your Stake in New Accessible Design Regulations? DOT is proposing to require that air travel websites and airport check-in kiosks to be accessible to people with disabilities. But what should the standards be? If you are a traveler with a disability (or a family member or friend), you can provide essential information about current problems with these websites and kiosks, and what changes are needed. If you are a web professional or specialist in accessible design, you can help DOT get the right answers to feasibility, timeframe, and verification questions. If you are an airport manager, you probably have something to say about cost and workability of proposed kiosk changes. If you are an OTA or other travel agent, your website could be affected. Learn about DOT's proposals here. Join the discussion, and what you say will be part of a large public comment filed in this rulemaking.

August 23, 2011 – Expanded Airline Passenger Protections Take Effect



New consumer protections for airline passengers established by the U.S. Department of Transportation go into effect today, and will make flying more convenient and hassle-free for air travelers nationwide. The new consumer protections, finalized earlier this year, include requirements that airlines refund baggage fees if bags are lost, increase compensation provided to passengers bumped from oversold flights, and provide passengers greater protections from lengthy tarmac delays. Read more of the [press release from DOT](#).

LEARN MORE

-  How does **RULEMAKING** work?
-  How does **EFFECTIVE COMMENTING** work?
-  How does the **SITE** work?

WHAT IS REGULATION ROOM?

A pilot open government project to improve public participation in rulemaking.

-  Watch a video about *Regulation Room* [1:00]
-  Learn about the project

PAST RULES

-  [Electronic On-Board Recorders](#) Closed 5.23.11
-  [Airline Passenger Flights](#) Closed 9.23.10
-  [Texting](#) Closed 1.10.10
-  [Tire Efficiency](#) Closed 12.13.09

Open Government Partnership



promoting transparency,
empowering citizens,
fighting corruption, and
harnessing new technologies
to strengthen governance



- **Three grand challenges**
- **26 projects**
- **One year to complete**



THE OPEN GOVERNMENT PARTNERSHIP

NATIONAL ACTION PLAN
FOR THE UNITED STATES
OF AMERICA

SEPTEMBER 20, 2011

1. Launch “We the People”

QuickTime™ and a
decompressor
are needed to see this picture.

4. Overhaul public participation interface

The screenshot displays the regulations.gov website interface. At the top, there is a navigation bar with links for Exchange, Contact Us, About Us, Help, FAQs, and RSS. The main header features the regulations.gov logo and the tagline "Your Voice in Federal Decision-Making". A secondary navigation bar includes a "SHARE" button and social media icons for Facebook, Twitter, and YouTube.

The main content area is divided into several sections. On the left, there is a "Best Practices for Federal Agencies" section with a sub-header "Visit Exchange to learn about strategic goals and best practices for improving electronic dockets and regulatory actions." Below this are four numbered links (1, 2, 3, 4). To the right of this section is a search area with the heading "Begin a search by choosing a task or entering a keyword". This area contains four task-based buttons: "search for a proposed rule", "submit a comment", "read comments", and "search for a final rule". Below these buttons is a search form with a "Select Document Type:" dropdown menu, an "Enter Keyword or ID:" text input field, and a "Search" button. There are also two checkboxes: "Open for Comment/Submission" and "View results by docket folder". To the right of the search form are two links: "Advanced Search" and "Browse By Topic".

At the bottom of the main content area, there is a row of five featured sections: "What's Hot Most Visited Regulations", "Your Voice In Action Site Data", "Regulations with Comment Periods Closing Soon", "Newly Posted Regulations", and "EO 13563 & Regulatory Resources".

Below these sections is a table listing regulations with their titles and closing dates.

Title	Closing Date
Labor-Management Reporting and Disclosure Act: Interpretation of the Advice Exemption	Sep 21, 2011
Smoking of Electronic Cigarettes on Aircraft	Nov 14, 2011
Group Health Plans and Health Insurance Issuers Relating to Coverage of Preventive Services under Patient Protection and Affordable Care Act: Amendment	Sep 30, 2011
Oil Pollution Prevention; Spill Prevention, Control, and Countermeasure (SPCC) Rule-Amendments	
Endangered and Threatened Wildlife and Plants: U.S. Captive-bred Inter-subspecific Crossed or Generic Tigers	Sep 21, 2011
Patient Protection and Affordable Care Act: Establishment of Exchanges and Qualified Health Plans	Sep 28, 2011
PHS Guideline for Reducing Transmission of HIV, HBV, and HCV Through Solid Organ Transplant	Nov 21, 2011
TSCA Inventory Update Reporting Modifications; Chemical Data Reporting	

5. Build Data.Gov as a Platform

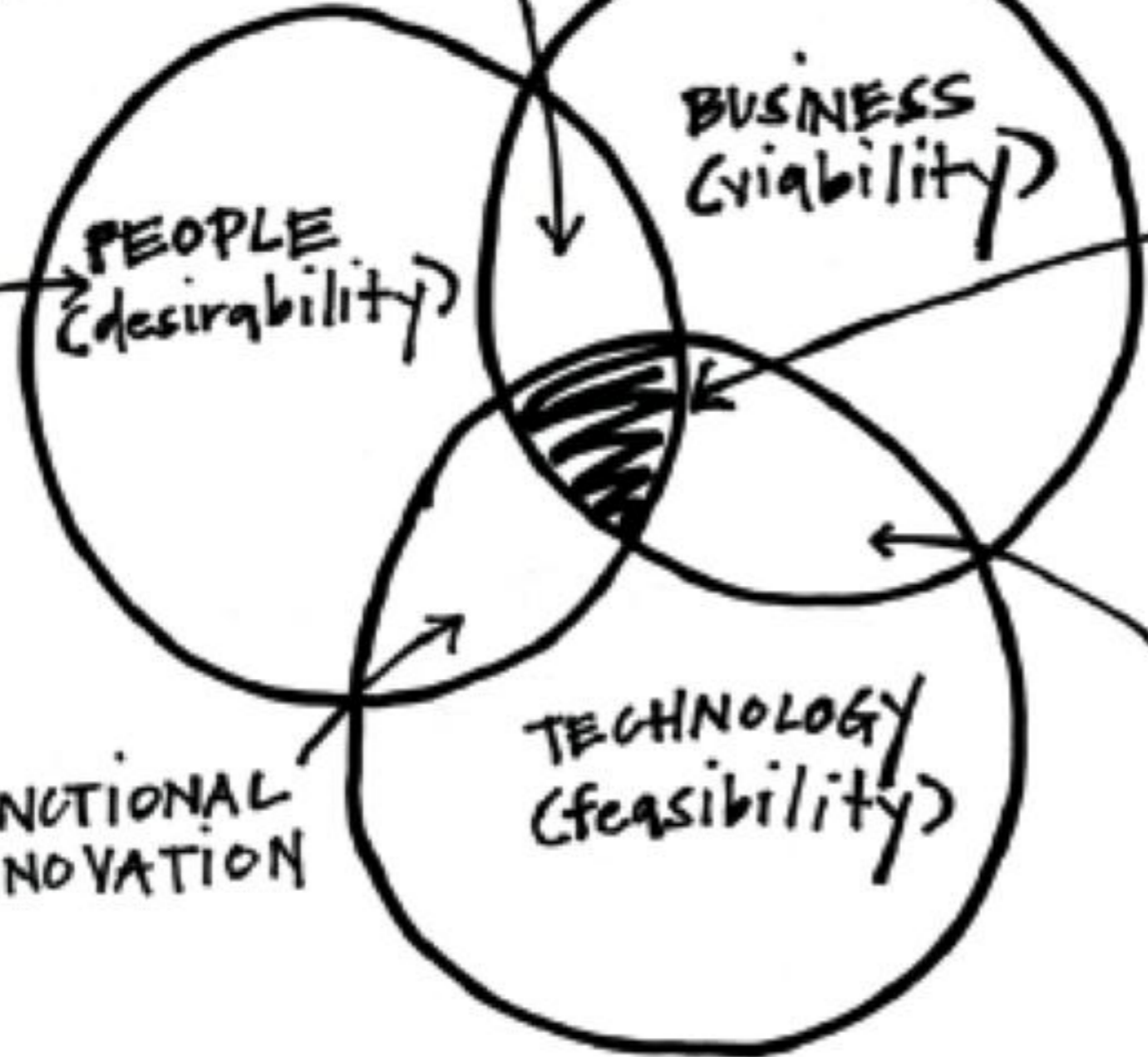


Tools At Our Disposal

Open Innovation

EMOTIONAL INNOVATION
- BRANDS
- RELATIONSHIPS
- MARKETING

DESIGN THINKING



EXPERIENCE INNOVATION

FUNCTIONAL INNOVATION

PROGRESS INNOVATION

Data Liquidity

The screenshot shows the My HealthVet website, a portal for the Department of Veterans Affairs. The header includes the VA logo and navigation links like 'HOME', 'PERSONAL INFORMATION', 'PHARMACY', 'RESEARCH HEALTH', 'GET CARE', and 'TRACK HEALTH'. The main content area is titled 'Personal Information' and features three prominent buttons: 'In Case of Emergency' (with a red cross icon), 'My Profile' (with a blue profile icon), and 'Download your data' (with a blue circular icon). Each button has a brief description and a 'More >' link. At the bottom, there is a link to 'View My Links Information (self-entered)'.

The screenshot shows a blog post from The New York Times, dated Wednesday, January 25, 2012. The page is titled 'Environment' and features a navigation bar with categories like 'WORLD', 'U.S.', 'N.Y. / REGION', 'BUSINESS', 'TECHNOLOGY', 'SCIENCE', 'HEALTH', 'SPORTS', 'OPINION', 'ARTS', 'STYLE', 'TRAVEL', 'JOBS', and 'REAL ESTATE'. The main article is titled 'Pushing the Green Button for Energy Savings' by Jim Witkin, dated January 20, 2012, 7:59 AM. The article discusses the 'Green Button Initiative' and the 'Tendril Energy' app. A smartphone image shows the app's interface with energy usage data. The article text includes: 'The White House hopes that someday soon everyone will be able to monitor and control their home energy usage, and lower their monthly utility bills, with a few swipes on a smartphone app. At least that's the vision of the Green Button Initiative, a recent White House effort to bring together the nation's utilities, energy consumers and private industry to develop Internet and mobile phone-style technologies and business models aimed at reducing energy consumption.' The article also mentions that Pacific Gas and Electric, San Diego Gas & Electric, and Southern California Edison are the first utilities to support Green Button. A sidebar on the right contains a search bar, navigation links for 'Previous Post' and 'Next Post', and social media links for Twitter and RSS. At the bottom, there are topic tags for 'SCIENCE', 'BUSINESS', and 'POLITICS' with corresponding icons and links to 'More in Green Science', 'More in Green Business', and 'More in Green Politics'.

FBI SCARS & TATTOOS APP



Innovation Ecosystem



What is the Rooftop Solar Challenge?

On Dec. 1, 2011, [DOE announced](#) the winners of the Rooftop Solar Challenge. This project is a unique chance for local and regional teams to drive significant improvements in market conditions for rooftop solar photovoltaics (PV) in their communities and throughout the United States. DOE is funding the [awardees](#) to address key market barriers, emphasizing streamlined and standardized permitting.

Overview of the Challenge

Learn how the Rooftop Solar Challenge will drive significant reductions in the administrative costs for photovoltaic (PV) systems. The Challenge is part of DOE's [SunShot Initiative](#), which seek to make solar electricity cost competitive without subsidies by the end of the decade.

[Learn More](#)

Permitting and Interconnection Processes

Develop and implement a transparent, consistent, and expedient permitting and interconnection process for residential and small commercial rooftop PV systems, throughout all participating jurisdictions.

[Learn More](#)

Net Metering and Interconnection Standards

Improve interconnection and net metering standards, as evaluated by the Network for New Energy Choices grading scheme, for the primary load-serving utility in each participating jurisdiction.

[Learn More](#)

Financing Options, Planning and Zoning

Increase distributed PV market activity and resolve legal issues around third party ownership models. Remove siting restrictions and incorporate favorable provisions in state and local codes and land use policies.

[Learn More](#)

Building Capacity

U.S. DEPARTMENT OF
ENERGY

SunShot Initiative

SunShot Initiative
SEARCH
Search Help ▾

HOME ABOUT SOLAR PROGRAM HIGHLIGHTS FINANCIAL OPPORTUNITIES INFORMATION RESOURCES NEWS EVENTS

EERE » Solar Energy Technologies Program » SunShot Initiative » About [Printable Version](#) [Share](#)

Home
Mission, Vision, & Goals
Accomplishments
Budget
Postdoctoral Researchers
Fellows
Visiting Program Offices
Contacts

About SunShot

The DOE SunShot Initiative aims to dramatically decrease the total costs of solar energy systems by 75% before the end of the decade. Reaching this goal will make solar energy cost-competitive with conventional forms of electricity without subsidies and enable widespread deployment across the United States.

Cost-Competitive Solar Energy

The SunShot Initiative sets forth a plan to aggressively drive innovation and make large-scale solar energy systems cost-competitive with other forms of unsubsidized energy. To accomplish this, the U.S. Department of Energy (DOE) is supporting efforts by private companies, academia, and national laboratories to drive down the cost of solar electricity to about \$0.06 per kilowatt-hour. This in turn will enable solar-generated power to account for 15–18% of America's electricity generation by 2030.

Under the SunShot Initiative, the [U.S. Department of Energy](#) will fund selective research and loan guarantees for high risk, high payoff concepts—technologies that promise genuine transformation in the ways we generate, store, and utilize solar energy projects.

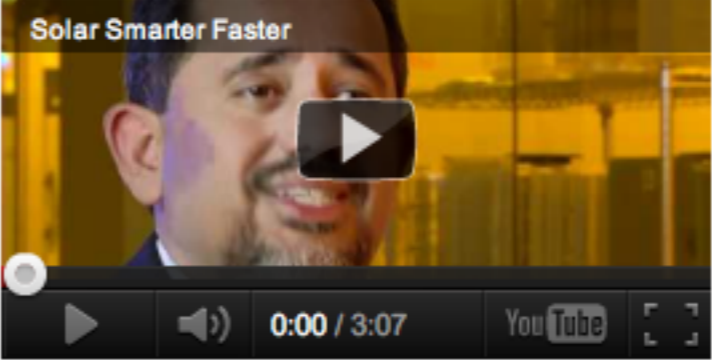
Inspired by President Kennedy's "moon shot" program that put the first man on the moon, the SunShot Initiative requires a national effort to use "the best of our energies and skills" to accomplish its goals.

Benefits

The United States is the world's second largest consumer of electricity and, at the same time, has the largest solar resource of any industrialized country. The SunShot Initiative will re-establish American technological leadership, strengthen U.S. economic competitiveness in the global clean energy race, and lead to America's secure energy future.

Through the SunShot Initiative, these advancements will ultimately benefit every American through:

- A clean, low-cost, large-scale energy source for home owners, communities, businesses, and government
- Technology leadership through advanced solar photovoltaic (PV) technologies and smart grid innovation
- U.S. jobs created through domestic solar manufacturing and distribution
- Reduced greenhouse gas (GHG) emissions and a cleaner environment in which to live
- Increased global market share driven by domestic innovation and manufacturing.



A Final Word

Well, three actually

Open Innovation

Creating the Next Generation of Government