

SUMMARY OF THE NHHPC COLLABORATIVE INNOVATION: STRATEGIES AND BEST PRACTICES WORKSHOP

Executive Summary

The theme of the first workshop of the NASA Human Health and Performance Center (NHHPC) was Collaborative Innovation: Strategies and Best Practices. The focus of the event was to determine how collaborative innovation helps fill the gaps between areas of knowledge or technology that are known versus what is unknown relative to human health and performance. The workshop included various keynote speakers and a panel discussion detailing how to run effective challenges through open innovation methodologies and tools (see **Appendix A**). The event concluded with all members participating in multiple networking breakout sessions. The breakout session themes were based on member areas of interest. During these breakout sessions, the NHHPC members could openly discuss the topics of interest and propose collaborations, projects, or future NHHPC events.

A primary focus of this report is to further solicit feedback as to how to improve future NHHPC events and collaborative initiatives.

There were a total of 10 breakout sessions as shown below. Each table was assigned a dedicated moderator and note-taker, and the online collaborative writing tool, MixedInk, was used to capture the discussions during this portion of the workshop. The topics/themes for the tables were:

- Healthcare Delivery Innovations
- Collaborative Tools and Social Media
- Social Entrepreneurship Innovation
- Human Factors
- Business Practices in Public-Private Partnerships
- Biotechnologies and ISS Utilization
- Challenges 101
- Projects 101
- Innovation and Education Outreach
- Scientific Risk Communications

A survey was conducted to assess member expectations and to solicit feedback regarding the most (and least) valuable aspects of the event. Approximately 50% of the members who responded to the post workshop surveys represented a government agency, 25% were from industry and 25% were from non-profit organizations. Member feedback will be used to plan future NHHPC events.

Overall, the first NHHPC workshop was considered a success. Attendees included 116 people representing 50 member organizations (including the various NASA centers). Based on member feedback from the survey and direct communication with the participants, members found value in the workshop activities. Many member organizations have offered suggestions for future events and collaborative approaches, and several prospective partnerships were proposed. A community interested in education and outreach was formed and has conducted the first of its planned monthly meetings, and others will be formed around topics of common interest in the future. The diverse representation of member organizations can be seen as an accomplishment of bringing NASA together with other federal agencies, industry and non-profit organizations to establish collaborations to further human health and performance in space flight and terrestrial applications.

One of the most valuable aspects of the workshop was the opportunity to network with other NHHPC members and to share project ideas. The contacts made during the workshop will serve as an initial step to beginning collaborations between members to enhance human health and performance.

Conclusions and Recommendations

The specific recommendations and next steps identified from this workshop are as follows:

- 1) Define the web-based collaboration tool requirements, based on member recommendations, for enhancements to the NHHPC website for collaborative and social media tools.
 - Once defined, a project plan and timeline will be posted on the NHHPC website
- 2) Establish a social innovation theme or project within the NHHPC and review the forward recommendations from the social entrepreneurship discussions.
- 3) Review and implement, as appropriate, the “next steps” identified by the innovation and education outreach breakout session.
- 4) Identify clear objectives/goals of each workshop
- 5) Begin NHHPC events/workshops with a networking social/reception as a meet-and-greet prior to the collaborative activities of the event.
- 6) Due to travel schedules, the agenda should be followed as best as is possible and not shifted, as this may cause participants to leave early for other previous commitments.
- 7) Improvements to the networking reception include:
 - Improved nametags – listing name and organization
 - An open environment layout
 - Attendee list/biographies distributed prior to the reception
- 8) Improvements to the NHHPC workshop include:
 - Provide nametags – listing name and organization
 - A smaller, more intimate venue for general presentations/discussion
 - Quieter areas for breakout sessions
 - More networking/breakout sessions and less formal presentations
 - Panel discussions with fewer participants and more time to talk/interact with the audience
 - Highlight the practitioners during the workshop discussion, not only senior leadership and CEO’s

Appendix A NHHPC Workshop Agenda



NASA Human Health and Performance Center Workshop Agenda

Welcome Reception sponsored by Wyle Integrated Science & Engineering at the Gilruth Center
January 18, 2011 (6-8 pm CT)

Workshop at the Johnson Space Center, Teague Auditorium
January 19, 2011 (8 am – 4:30 pm CT)

Collaborative Innovation: Strategies and Best Practices

Presenter	Topic	Time
Jeff Davis & Carol Carroll (NASA)	Welcome and NHHPC Overview	0800
Karim Lakhani (Harvard Business School)	Framework for External Collaboration Q&A	0830 0900
Pascal Finette (Director, Mozilla Labs)	Community Based Approach at Mozilla Q&A	0920 0950
<i>Break</i>		<i>1010</i>
Robynn Sturm (OSTP)	The Use of Prizes in the Public Sector	1030
Panel: “How to run an effective challenge through open innovation platforms” Moderated by Bev Godwin, GSA	Member panelists: Eugene Buff (Yet2.com) Steve Domeck (InnoCentive) Pascal Finette (Mozilla Labs) Jennifer Fogarty (NASA JSC Space Life Sciences) Lisa Pannell (General Mills) Craig Wynett (Procter & Gamble)	1040
<i>Lunch</i>		<i>1140</i>
Jeff Hamaoui (Cazneau Group)	Colab: A Model for Accelerated Solutions Q&A	1300 1330
Lisa Pannell (General Mills)	Putting it all Together in a Corporate Setting	1350

	Q&A	1420
	<i>Break</i>	1440
Breakout Sessions	Various	1500
Jeff Davis	Member Feedback/Next Steps	1600
	Adjourn	1630