**The Challenge Challenge: What are ways we can spark digital preservation innovation?** Sponsored by the Innovation Working Group

There are a lot of exciting models for challenges and prizes that spur innovation in a range of fields. Projects like National Novel Writing Month are spurring all kinds of people to write their novels, Kickstarter is serving as a platform for funding and supporting all kinds of exciting creative and civic projects, Google's summer of code is providing training and supporting a range of open source projects, and things like the x-prize are pushing commercial groups to innovate. In some cases, the groups may well suggest ways that the digital stewardship community might use existing initiatives (like Google summer of code, or Kickstarter) to facilitate some of these challenges.
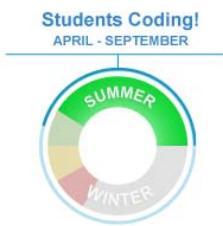
**Workshop Plan**
In this workshop we will break into groups and translate the models below, (and any other examples of challenges that the groups suggests) into short pitches for digital stewardship variations on these ideas. Using a simple template, each group will identify the key reasons that a given model works, how it motivates a particular group to accomplish a particular goal, and then attempt to translate that over to a new context.

After each group discusses the example model they will translate it into a practical challenge in the digital preservation context, using the "Challenge Challenge Template" below. Each group will work on their document in GoogleDocs.

**Models to translate or use**
- *Technical Benchmark*: Supercomputing 500 http://www.top500.org/
- *Crowdfunding*: Kickstarter: www.kickstarter.com
- *Code Sprints*: Google Summer of Code http://socghop.appspot.com/gsoc/homepage/google/gsoc2011
- *Technical Obstacle Course:* DARPA Grand Challenge
     http://www.darpa.mil/NewsEvents/Events/Challenge_Contest.aspx
- *Collaborative Challenge:* National Novel Writing Month www.nanowrimo.org/

**After the Workshop**
After filling out their template the templates will be compiled into a single document that will be shared with the rest of the group at the end of the meeting as well as shared online for broader comment. The most potent of these ideas will be taken up by the Innovation Working group over the next year to be put into action.

**Example**
For example, NDSA Innovation Working Group co-chair, Micah Beck, will lead one group in planning a specific technical competition, similar to the Top 500 supercomputer ranking (http://www.top500.org) focused on creating and promoting a metric and competition around the idea off bulk bit stability (stable bit-years). At the end of the workshop this group will have produced pitch for what this challenge would look like and necessary next steps.

**Challenge Challenge Template:**

**Name the Challenge:**
Give it a title that suggests what it does!

**Describe the Challenge:**
**Two sentences or less.**

**Resources:**
How can we do this without additional resources? If not, how can we get a maximum benefit from minimal investment and where would those resources come from?

**Actors:**
 Who is doing the work? Who is organizing?

**Motivation:**
Why are the actors doing what they are doing?

**Promotion:**
How do we promote it? What is the audience and how do we reach them?

**Outcomes:**
What would be the outcome of this challenge and why is that valuable?

**Next Steps:**
What are the steps to make this challenge a reality?