



SODAQ

Develop innovations that society needs

Transforming Citizen Sensing



The case of SODAQ and their
vision of citizen- and
concern- driven innovation

OPEN!
NEXT

About: SODAQ

SODAQs goal is to develop citizen- and concern-driven innovation together with existing communities that we all need for a better society and environment. The idea of SODAQ is to develop products in collaboration with communities which are concerned about air pollution and official air quality measurements.

In particular, the company has a goal of expanding its air quality sensor solutions to other geographic areas and it is interested in identifying the business strategy for scaling a concern-driven open source hardware technology.



The Challenge

SODAQ was founded in 2009 and is headquartered in Hilversum, North Holland. The company designs and builds solutions in projects for large corporate Internet of Things departments and manufactures products for companies who want to deploy tracking and sensing devices in their logistics chain. Thereby SODAQs products are based on low power and sustainability. Throughout the OpenNext project, SODAQ is collaborating with WAAG to organize and coordinate the collaboration with communities. The cooperation with WAAG was central for a fruitful collaboration with very different communities, e.g. concerned citizens with no technical knowledge but also a very active community of sensor makers. Thus SODAQ is still in the very active process to scale citizen sensing solutions and move from DIY and existing communities to production-ready products and other communities.

Open Source Implementation



SODAQ already has developed sensors and open source projects, for example, ‘Snifferbike’, an air sensor which can easily be attached to a bike’s handlebars. The goal of the device is to document the validity of the growing environmental concern about air pollution (WHO).

The Snifferbike provides a crowd-enabling role in collecting air quality data, enabling individuals and governments to be more conscious of the environment. As an open source project, SODAQ encourages everyone to participate and contribute so that better insights can be gained. It conducted a conference together with WAAG on transforming citizen sensing with first-hand insights from initiatives as well as highlighted design challenges.

Let it inspire your project idea and see how successfully SODAQ cooperates with WAAG in order to have a fruitful community interaction and co-create citizen- and concern- driven innovations that the society needs.

LINKS

[Website](#)

[Wikifactory](#)

[Snifferbike](#)

[Community Forum](#)