Brainstorm: what solution elements are, or might be, important to tackle this challenge? summary

1 How to use new media?
- Make conclusion in max 140 characters
- Crowd source for data
- Make an infographic
- "Listen" to twitter for audit risks and proposals
- Find experts through new media
- Use bloggers to spread the word

2 Zero error culture is a barrier to innovation!
- Experiment (not public)
  - If audit: create right expectations & work together
- Use of best practices
- Embrace the mistake and get feedback
  - Be open about it
  - Ask for feedback
    - Colleagues
    - Clients
- Ask colleagues & clients for feedback
- Support from the top of organization
- Initiate cooperation & peer review amongst SAIs
- Appreciate initiatives do not discouraging it

3 How can we become more innovative?
- Think tank
- Time for innovation
- Superbrainstorm day
- Use visuals (inside organisation)
- Invite external perspective
- Make necessary tools for innovation accessible
- Work together with academic world & internal auditors
- Make innovation part of SAIs strategy
- Create Innovation Lab: dedicated to start/ share innovations
- More YES conferences

4 Globalisation: how to cooperate?
- Exchange program between SAIs
- Use ideas/ best practices from international organizations
- Create a network by topic
- Create internships within SAIs
- Unifying the audit language
- Create an online platform for SAIs (PLEIO or Facebook)
  - And create international groups on topics
- More peer reviews

5 Data: how to separate the signal from the noise?
- Use new IT tools & methods
  - Visualization
  - Crowdsourcing
- Sharing of knowledge & experiences between SAIs
- Filter out relevant vs irrelevant information
- Open data!

6 How to do more with less?
- Keep focus on impact
- Flexibility & circulation
- Do not reinvent the wheel
- Knowledge sharing saves time
- Risk based topic (theme) selection
- Data processing solutions (automation)
- Use new communication methods
- Combining financial audit with performance audit

7 How to maintain independence?
- Own budget
- Legal independence
- Head of SAIs shouldn't be selected by government but by parliament
- Protection of employment for auditors
- Media attention on audit findings
- Independence guaranteed by constitution

8 How to deliver our message?
- Media training
- Publish more quickly
- Tailor to the target audience
- Visualization
  - Info graphics
  - Video of findings
- Media, Twitter, PR, function, YouTube video
- Organize 'open day' event for all citizens
- Editorial in newspaper

9 Best use of our reports!
- Short & simple
- Common topics
- Open archive/ data
- Translation in other languages
- Media use
  - Press conferences
  - Social media
- Follow up audits
  - See the audit as a start of the campaign, not the end of it
- Share our reports & knowledge with each other
- Encourage research by media, NGOs, etc.
- Shorter reports or executive summary
- QR-code on reports (eg ECA)
- Available online at all times in different forms (Print, iPad, etc)