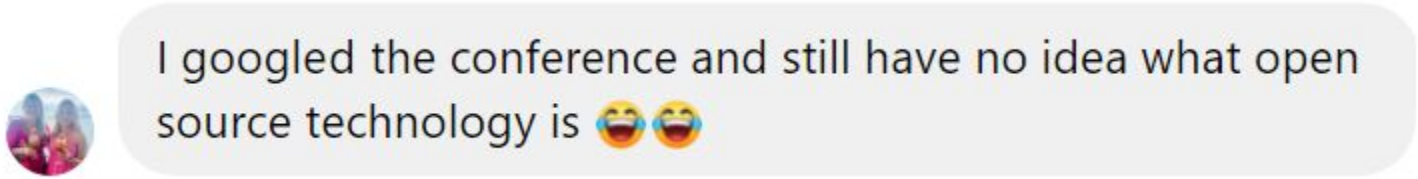
Felicity Brand
@open_strategy

FOSS: From Building Websites to Changing Society

Everything Open
April 2024

Echo Chamber



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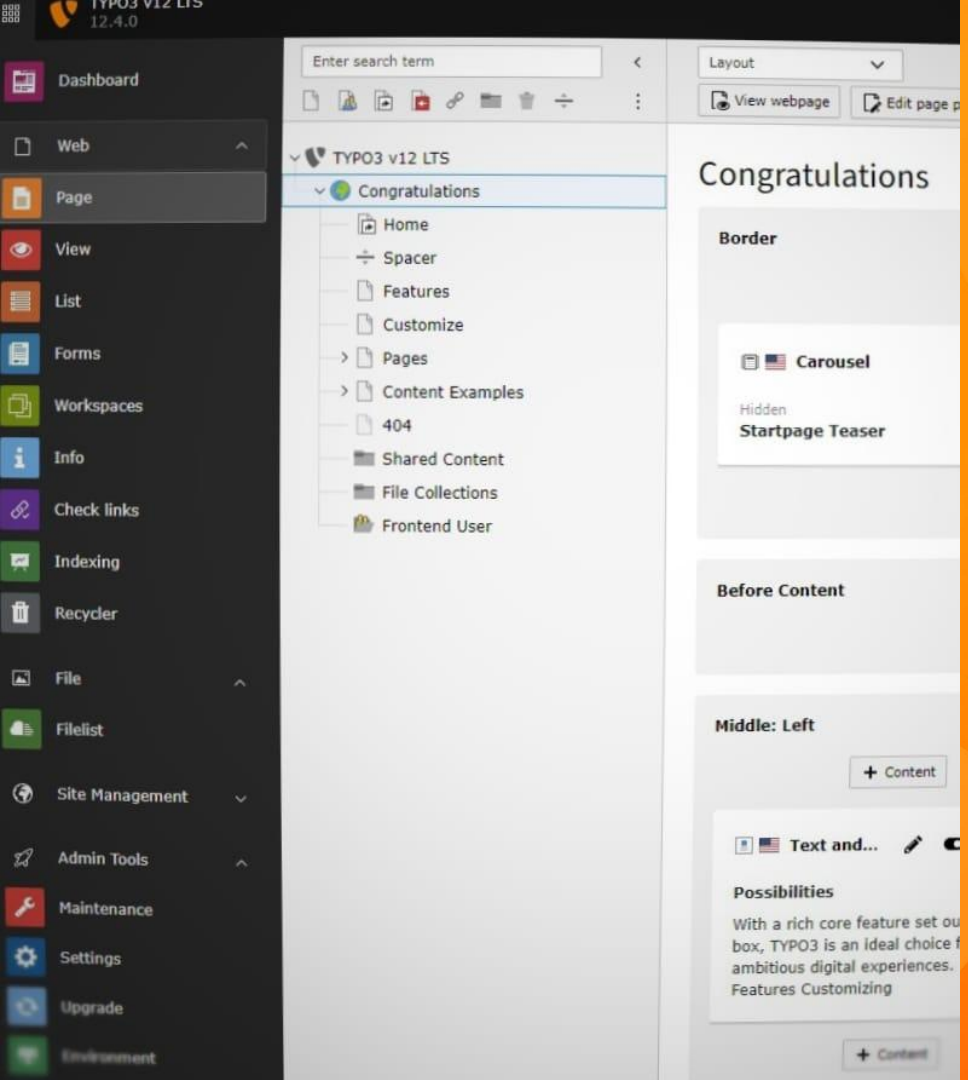
G’day! About me

flicstar.com
Technical communicator

Open Strategy Partners
Communications Consultant

TYPO3 Open Source Enterprise CMS
Contributor



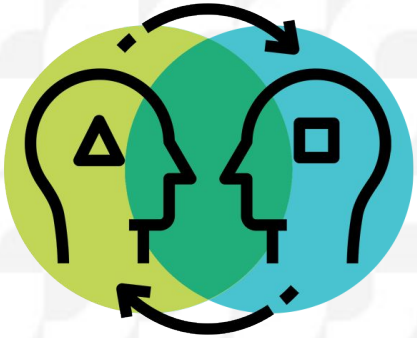
TYPO3

WHAT IS TYPO3?

- A PHP-based CMS
- Free and open source
- Community-driven
- Backed by a member Association
- 20 year history

A B2B content marketing agency for tech product and service companies.

Your tech is complex.
Your message shouldn't be.



Empathy

Clarity

Trust

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OSP

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FOSS: From Building Websites to Changing Society

AKA

FOSS in 2024: Time to remind the world what we are about

AKA

Defend FOSS: From innovation to world-wide positive change

Jeffrey A. “jam” McGuire

@horncologne
@horncologne@fosstodon.org
jam@openstrategypartners.com

- Lives and works in Cologne, Germany
- Open Source since 2005
- Friend and helper to many FOSS projects
- 18th employee at Acquia
- Co-Founder and Partner at OSP

Mathias Bolt Lesniak

@ProvenPudding
@ProvenPudding@fosstodon.org
mathias.bolt.lesniak@typo3.org

- Lives and works in Oslo, Norway
- TYPO3 since 2003
- TYPO3 Association Board (incumbent)
- TYPO3 Project Ambassador

31 Jan 2023

:-/

InnovationAus.com
PUBLIC POLICY AND BUSINESS INNOVATION

Govt shunned own CMS for Adobe myGov features left idle

Justin Hendry
Editor
31 January 2023

Share

The federal government shunned its own website content management system in favour of Adobe when myGov was redeveloped due to its "limited functionality", only to leave Adobe's content personalisation features unused, according to the review of the services platform.

But work underway to improve the capabilities of the open source, Drupal-based GovCMS system through the integration of one or more digital experience platforms (DXP) could spell the end of Adobe's reign.

The myGov user audit, published on Tuesday, is the culmination of three months' work by a panel of experts led by business leader and former CSIRO chair David Thodey to identify reliability and usability improvements for users.

The panel has urged the government to commit long-term ongoing funding of more than $100 million a year to myGov, arguing that improvements over the last three years "fall well short of the longer-expressed vision of providing a primary digital front door".

Open Source Utopia

Mathias Bolt Lesniak

14 episodes

Open source is different. How different would the world be if we used open source concepts more widely? This micro podcast looks at the open source philosophy and how open source can change the world. Each episode is just over two minutes long. Watch video versions on YouTube and Twitter.

War
MAY 24, 2022

Peace
MAY 17, 2022

Democracy
MAY 03, 2022

Ordered Chaos
APRIL 26, 2022

Ultimate Freedom
APRIL 19, 2022

Love
APRIL 05, 2022

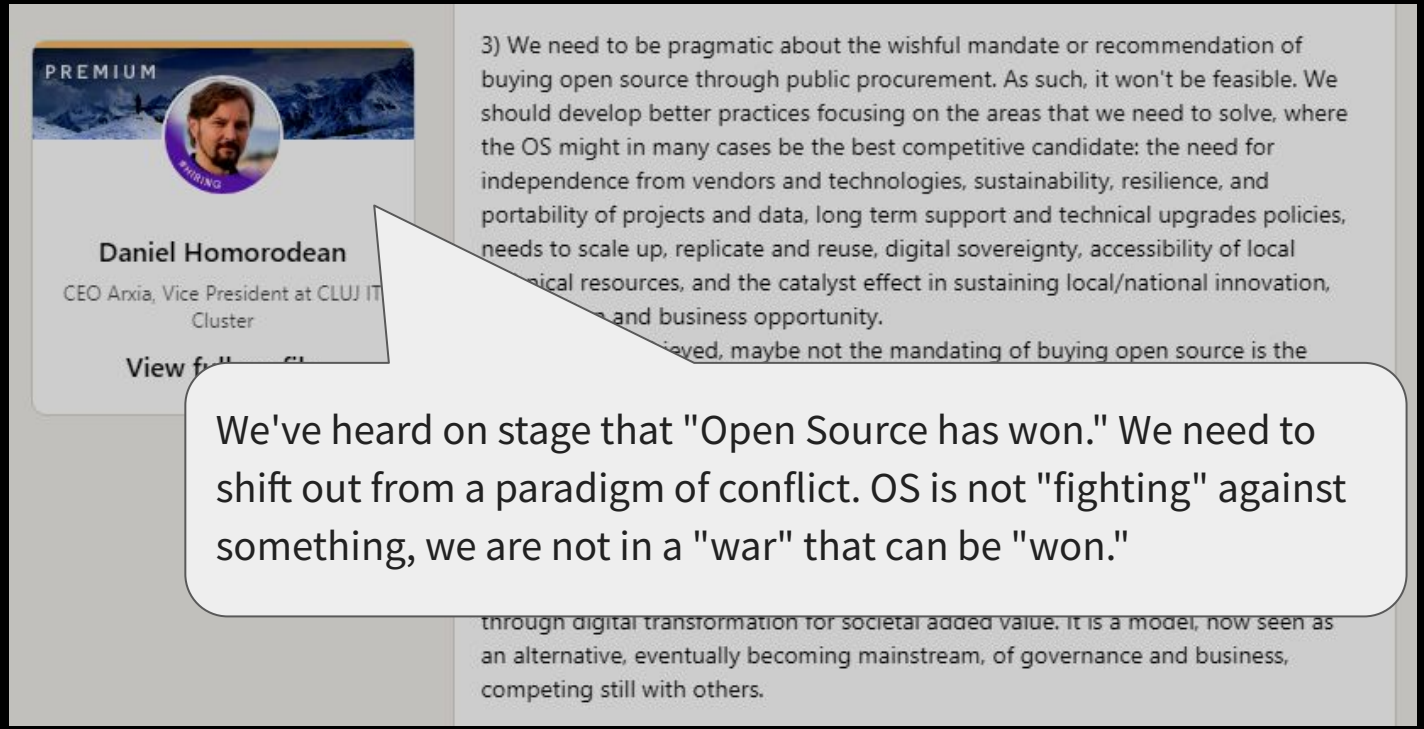
@opensourceutopia

“Open source is genuinely special, genuinely weird, and genuinely hard to explain to people who live in the world of economic scarcity.”

We won

(But did we?)

It’s not even a war anyway



thenounproject.com/icon/elevator-pitch-968006/

Outline

1. Open source is Freedom
2. Business and the FOSS Value Proposition
3. Open Source Changes the World
4. What next?

What is Open Source?

The Four Freedoms

1. **Use it:** for anything, anywhere, forever
2. **Study it:** understand what you are using
3. **Modify it:** fix it, extend it, make it better
4. **Share it:** pass on, sell, share, give back

Photo: Karolina Grabowska / Pexels

Photo: Miguel Á. Padriñán / Pexels

Photo by Agence Olloweb on Unsplash

Photo: hannah grace / Unsplash

TYPO3

OPEN SOURCE IS RESPONSIBILITY

2. Business and the FOSS Value Proposition

The FOSS Value Proposition

“Better, not cheaper” 1

(Budget == 100)	Proprietary	FOSS	Reallocation
License fees	30	0	-30
SLA support	10	10	0
Infrastructure	10	10	0
Strategy, design, UX	20	30	+10
Implementation	20	30	+10
Testing, QA	10	20	+10

The FOSS Value Proposition

“Better, not cheaper” 2

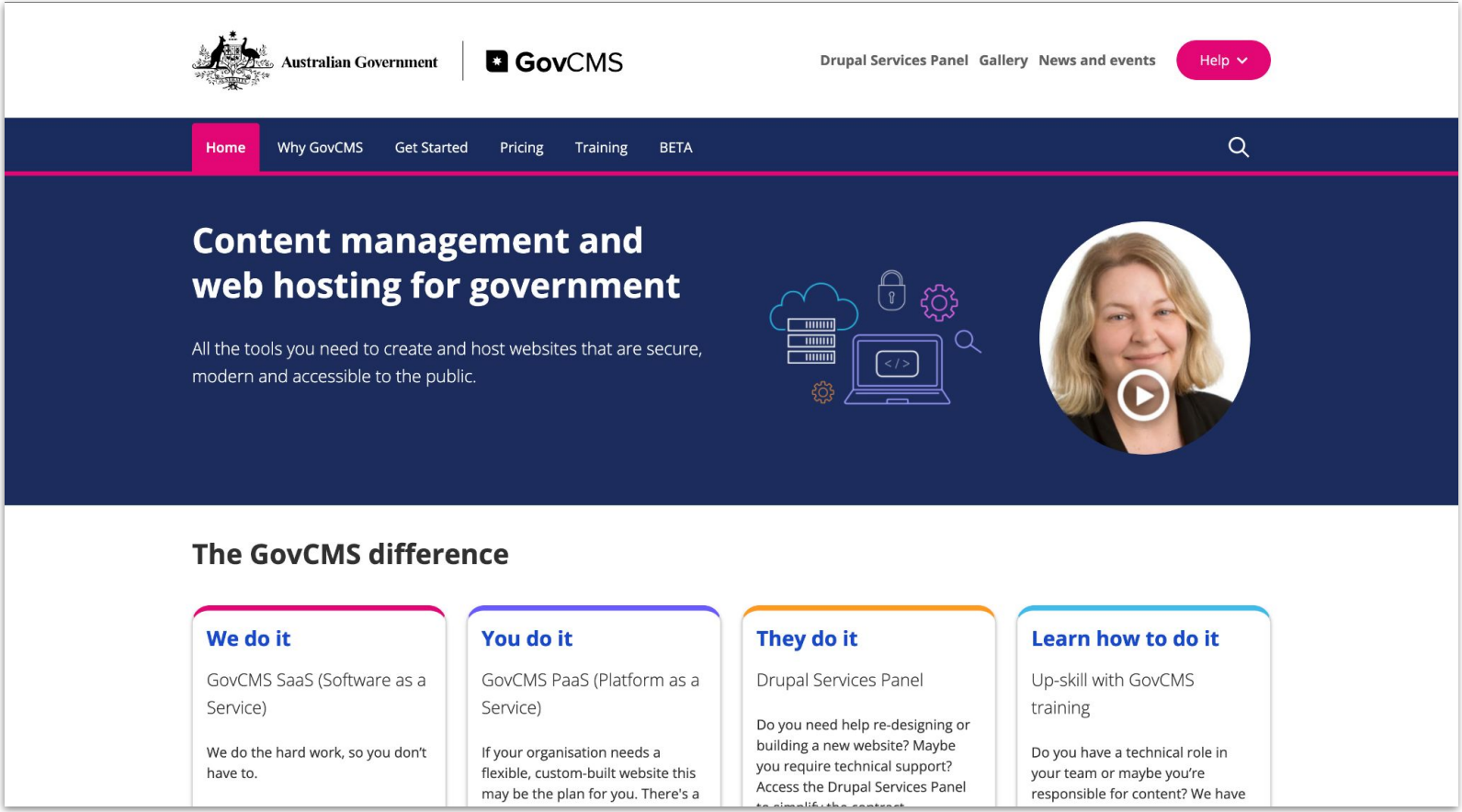
Proprietary	Open Source
IT, Infra, Bandwidth, Hosting, UX, Design	IT, Infra, Bandwidth, Hosting, UX, Design
License fees (recurring, per seat) $$$	License fees $0, use the savings:
	- Invest in team and training
	- Only invest in features you need
Vendor lock-in	1000s of vendors (+ local)
Data lock-in	You own your data
Roadmap lock-in	Your roadmap (aka “scratch your own itch”)
Vendor release cycle	When you need it

The FOSS Value Proposition

“You gotta own the bricks.”

Photo by Katlyn Giberson on Unsplash

www.govcms.gov.au



The Danish municipalities' expenditure on Microsoft licenses has almost doubled in the last six years.

cleura

How vendor Lock-In Bleeds Public Resources, Sparking Danish Investigation into Promoting Open Source Alternatives

March 27, 2024 / Cloud Guide

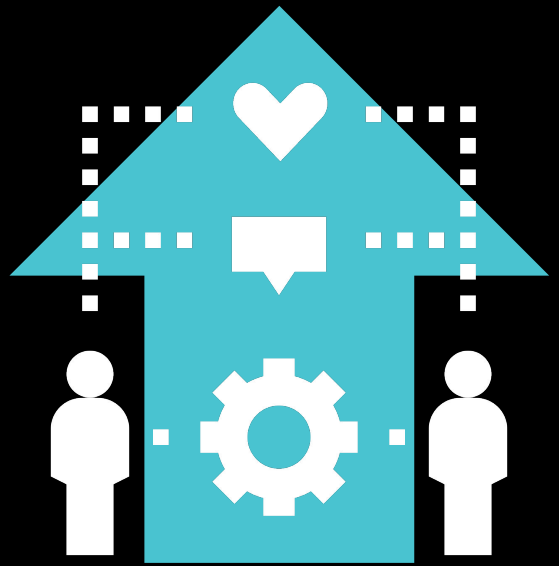
ING/VERSION2

Municipalities' Microsoft expenses have exploded: "We have no other choice"

PLUS | Public IT | 19 February at 04:00 | 42

Rising costs for Microsoft worry municipal IT managers, but the plan is not to switch to an alternative. The public sector has become so dependent on the tech giant's products that it will be a "completely unmanageable challenge" to change supplier.

3. Open Source Changes the World



TYPO3

Government

Proprietary

Private Sector

Proprietary

TYPO3

Government

Civil Society

Private Sector

Community

Photo: Fernando Paredes Murillo / Unsplash

Photo: Eutah Mizushima / Unsplash

Photo: Andrey Metelev / Unsplash

Photo from pickpik

Photo: Eutah Mizushima / Unsplash

If you look below the surface …

WE ARE SIMILAR

Drupal v10 — 54 dependencies

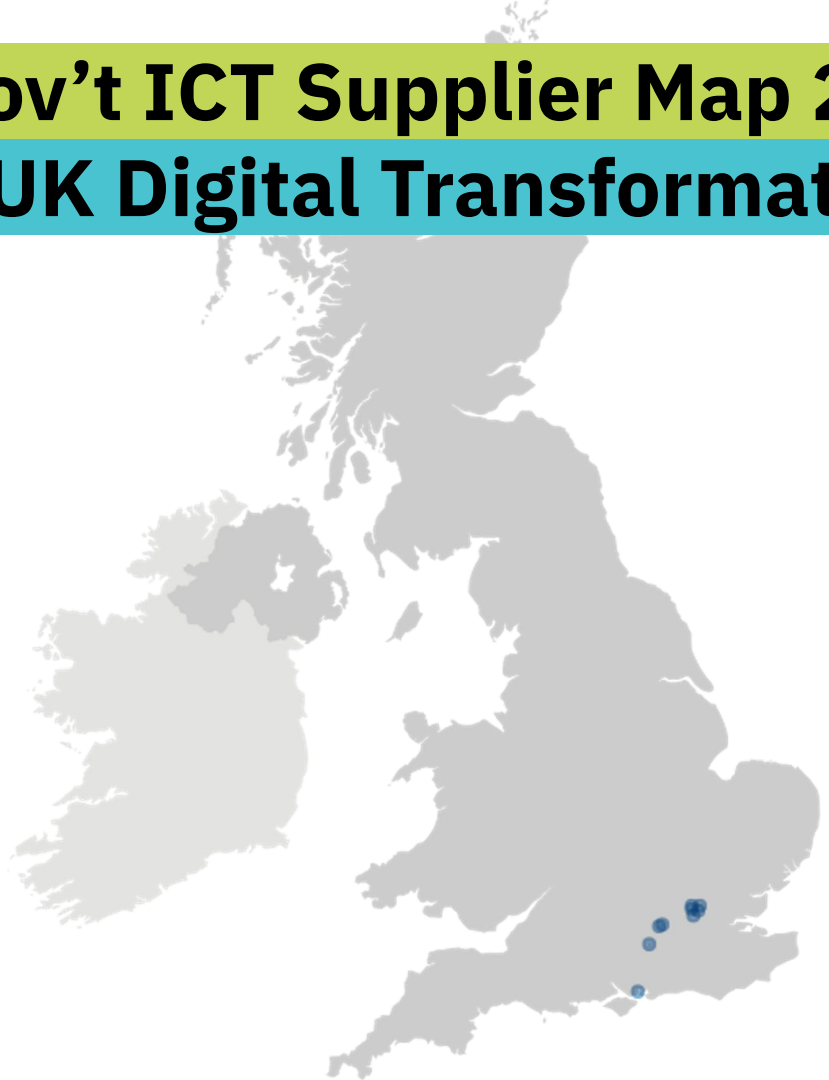
33 IN COMMON

TYPO3 v12 — 98 dependencies

“Going open source brings you financial independence, freedom, equality, and democratic collaboration. These are key words, also, to maintaining peace.

We must dare to be open and allow others their freedom.”

UK Gov’t ICT Supplier Map 2010
(pre UK Digital Transformation)



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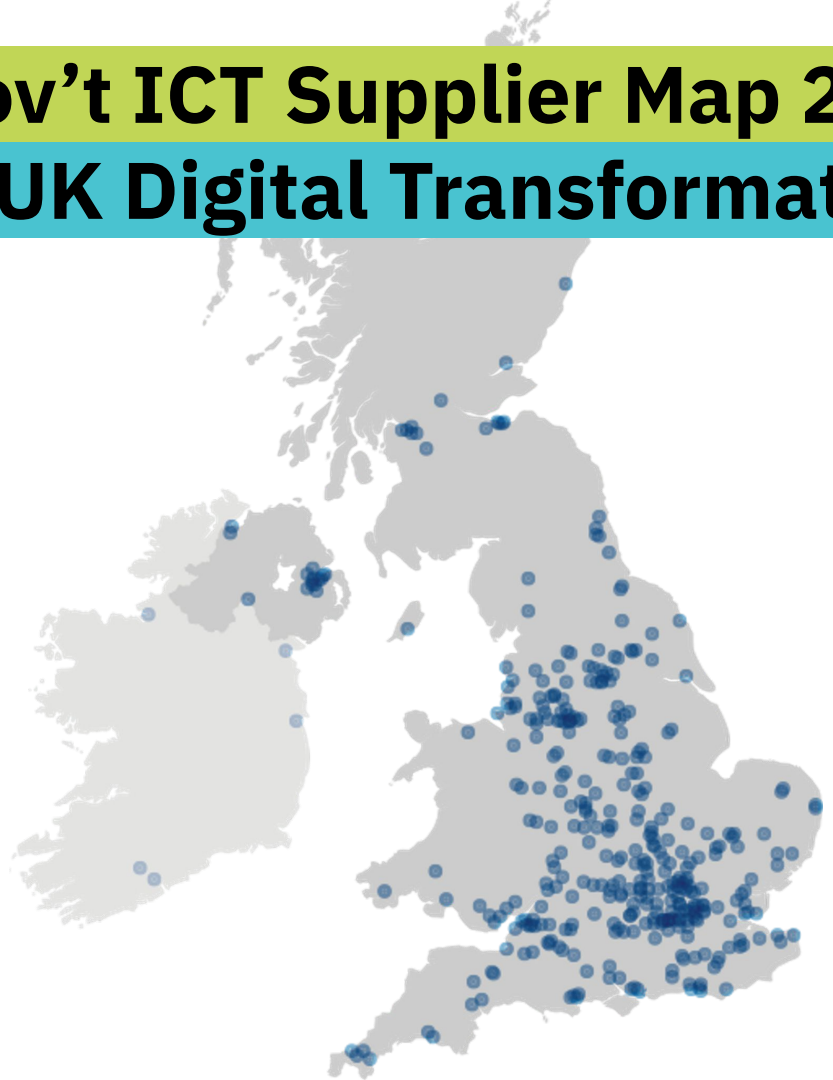
UK Gov't ICT Supplier Map 2014
(post UK Digital Transformation)



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Sam Loyd / Unsplash

TYPO3

An established business opens a local office and export their earnings.

Closed solutions with vendor lock-in create financial dependence.

TYPO3

An established business opens a local office and export their earnings.

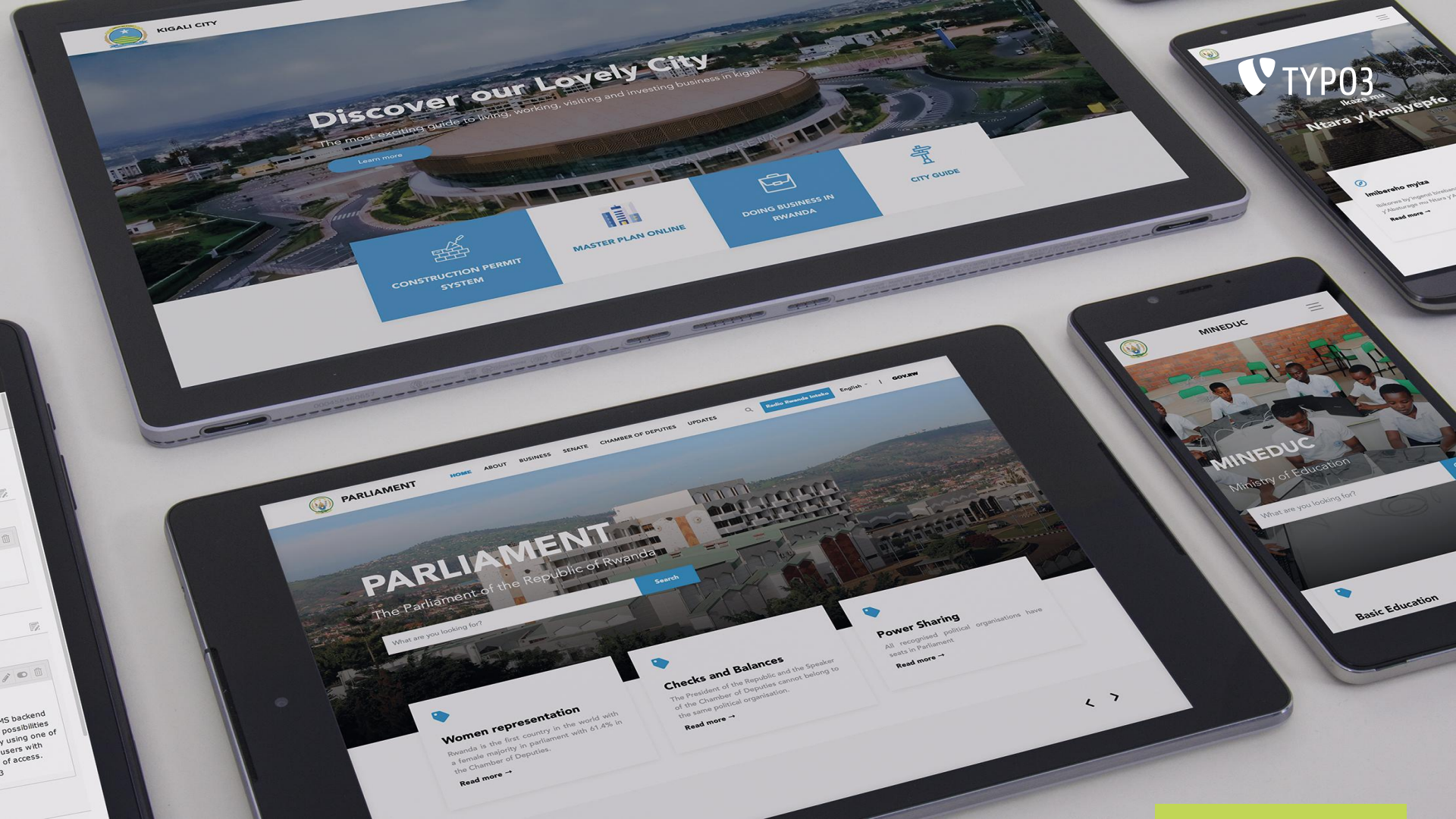
Closed solutions with vendor lock-in create financial dependence.

THIS IS COLONIALIST AND EXPLOITATIVE

TYPO3

USE OUR COMMUNITY TO CREATE INDEPENDENT LOCAL BUSINESS AND EXPERTISE

TYPO3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Discover our Lovely City
The most exciting guide to living, working, visiting and investing business in kigali
Learn more
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MASTER PLAN ONLINE
DOING BUSINESS IN RWANDA
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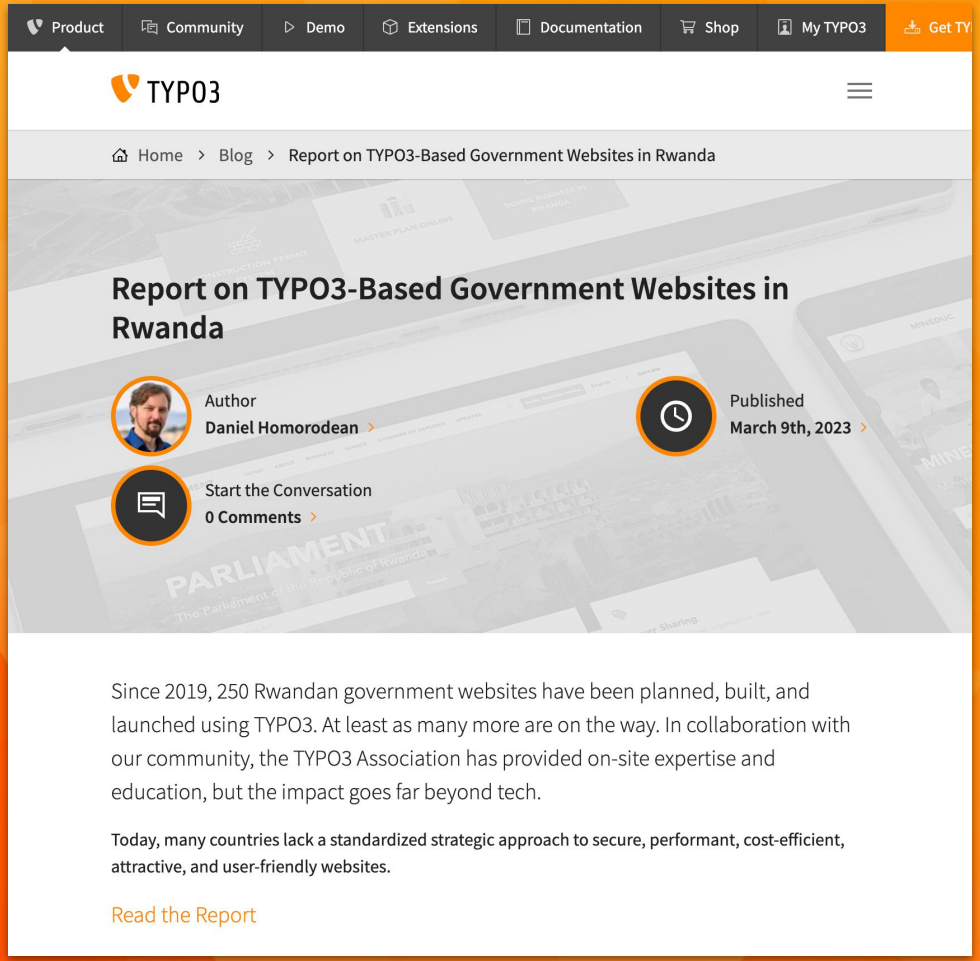
Women representation
Rwanda is the first country in the world with a female majority in parliament with 61.4% in the Chamber of Deputies.
Read more →
Checks and Balances
The President of the Republic and the Speaker of the Chamber of Deputies cannot belong to the same political organisation.
Read more →
Power Sharing
All recognised political organisations have seats in Parliament
Read more →

TYPO3

A DEMOCRATIC AND NOT-FOR-PROFIT OPEN SOURCE PROJECT SUPPORTS SUSTAINABLE AND INDEPENDENT LOCAL BUSINESS

LOCALLY-LED
NON-EXPLOITATIVE
ANTI-COLONIAL



TYPO3

typo3.com/rwanda-report

COMMUNITY

Morgan Weistling , The Quilting Bee, oil on canvas

Open Website Alliance

Drupal Association

Open Source Matters (Joomla!)

TYPO3 Association

WordPress Project

typo3.org/owa-charter

“I tried open source once and it didn’t work for me.”

Recap

✅ (Four) Freedoms and the Open Source Value Proposition
✅ Open Source Changes Business
✅ Open Source Changes the World
4. What next?

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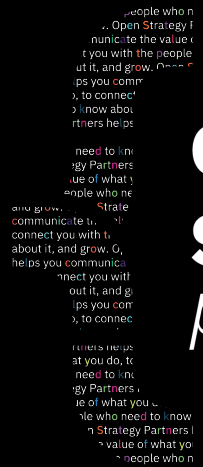
GET IN TOUCH WITH OSP

Let’s talk about what you do and how we might help :-)

You can also book a 30-minute call!

Connect Engineering to Sales and Marketing for Communications that Convert!

flicstar.com/foss



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Thank you!
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