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**open**  
**strategy**  
*partners*



*Felicity Brand*  
*@open\_strategy*

# FOSS: From Building Websites to Changing Society

*Everything Open*  
*April 2024*

# Echo Chamber



I googled the conference and still have no idea what open source technology is 😂😂

~\\_ (ツ) \\_ /~

# G'day! About me



**flicstar.com**

Technical communicator



**Open Strategy Partners**

Communications Consultant



**TYPO3 Open Source Enterprise CMS**

Contributor

TYPO3 v12 LTS  
12.4.0

- Dashboard
- Web
- Page
- View
- List
- Forms
- Workspaces
- Info
- Check links
- Indexing
- Recycler
- File
- Filelist
- Site Management
- Admin Tools
- Maintenance
- Settings
- Upgrade
- Environment

Enter search term

Layout

View webpage Edit page p

TYPO3 v12 LTS

- Congratulations
  - Home
  - Spacer
  - Features
  - Customize
  - Pages
  - Content Examples
  - 404
  - Shared Content
  - File Collections
  - Frontend User

### Congratulations

**Border**

- Carousel
  - Hidden
  - Startpage Teaser

**Before Content**

**Middle: Left**

+ Content

Text and...

**Possibilities**

With a rich core feature set out of the box, TYPO3 is an ideal choice for ambitious digital experiences. Features Customizing

+ Content

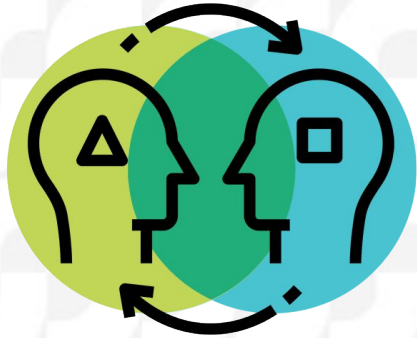


# WHAT IS TYPO3?

- 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*



*OSP*

[openstrategypartners.com](https://openstrategypartners.com) | [@open\\_strategy](https://twitter.com/open_strategy)



FOSS  
BACKSTAGE

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



- Outline
- (Four) Freedoms and the Open Source Value Proposition
  - Open Source Changes Business
  - Open Source Changes the World
  - What next?



# 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

:-/



## 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

---

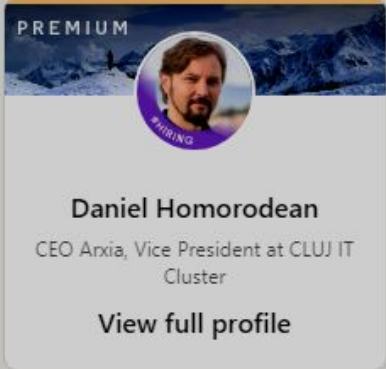
“What we do is genuinely special,  
genuinely weird, and genuinely hard to  
explain to people who live in the world  
of economic scarcity.”



**We won**  
**(But did we?)**

The banner for the 'EU Open Source Policy Summit 2024' is set against a dark blue background with white and yellow accents. It includes a code editor icon, the date and time 'February 2 / 9:00 - 18:00 CET', the main title 'EU Open Source Policy Summit 2024', and the subtitle '10 Years of OSS Policy Impact'. A large '10' is faintly visible in the background. On the left side, there are decorative elements: a white folder icon with a yellow code symbol (</>) inside, and three vertical wavy lines in yellow and red below it. The right side of the banner features a pattern of white concentric circles.

# It's not even a war anyway

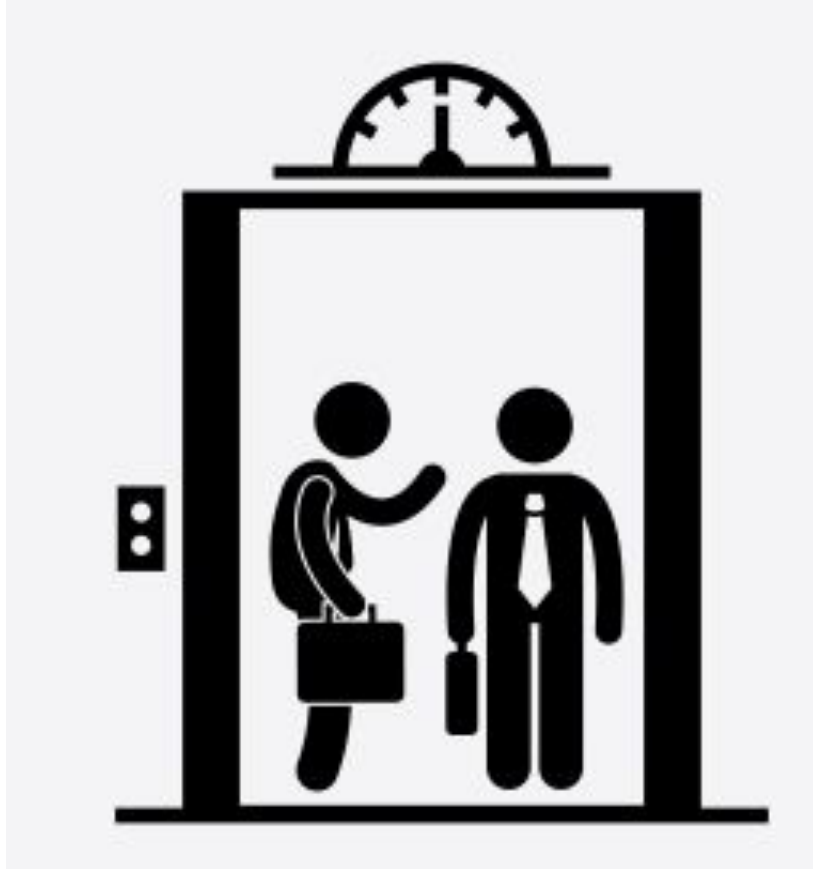


**Daniel Homorodean**  
CEO Arxia, Vice President at CLUJ IT Cluster  
[View full profile](#)

3) We need to be pragmatic about the wishful mandate or recommendation of buying open source through public procurement. As such, it won't be feasible. We should develop better practices focusing on the areas that we need to solve, where the OS might in many cases be the best competitive candidate: the need for independence from vendors and technologies, sustainability, resilience, and portability of projects and data, long term support and technical upgrades policies, needs to scale up, replicate and reuse, digital sovereignty, accessibility of local technical resources, and the catalyst effect in sustaining local/national innovation, job creation and business opportunity.

We've heard on stage that "Open Source has won." We need to shift out from a paradigm of conflict. OS is not "fighting" against something, we are not in a "war" that can be "won."

through digital transformation for societal added value. It is a model, now seen as an alternative, eventually becoming mainstream, of governance and business, competing still with others.



[thenounproject.com/icon/elevator-pitch-968006/](https://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



# **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: <ul style="list-style-type: none"><li>- Invest in team and training</li><li>- Only invest in features you need</li></ul>
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.”



## Content management and web hosting for government

All the tools you need to create and host websites that are secure, modern and accessible to the public.



### The GovCMS difference

#### We do it

GovCMS SaaS (Software as a Service)

We do the hard work, so you don't have to.

#### You do it

GovCMS PaaS (Platform as a Service)

If your organisation needs a flexible, custom-built website this may be the plan for you. There's a

#### They do it

Drupal Services Panel

Do you need help re-designing or building a new website? Maybe you require technical support? Access the Drupal Services Panel to simplify the content

#### Learn how to do it

Up-skill with GovCMS training

Do you have a technical role in your team or maybe you're responsible for content? We have

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

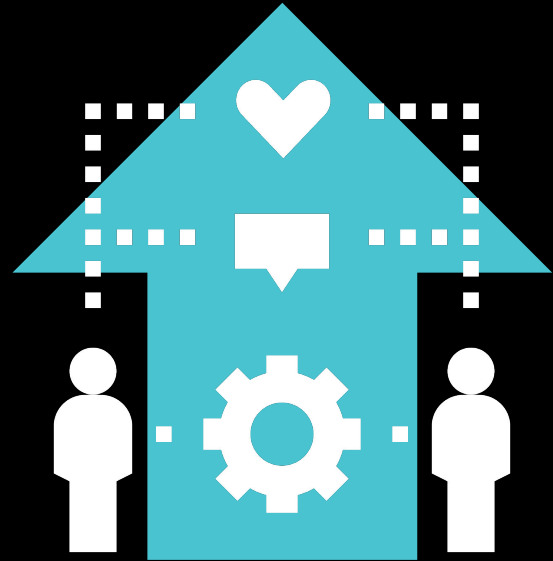
PLUS | Public IT | 19 February at 04:00 | 42



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.

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

### 3. Open Source Changes the World







**Government**

**Proprietary**



**Private Sector**

**Proprietary**



**Government**



**Civil Society**



**Private Sector**

**Community**



Photo: Fernando Paredes Murillo / Unsplash



Photo: Eutah Mizushima / Unsplash



Photo: Andrey Metejev / Unsplash



Photo from pickplk



If you look below the surface ...

# WE ARE SIMILAR

**Drupal v10** — 54 dependencies

**33 IN COMMON**

**TYPO3 v12** — 98 dependencies



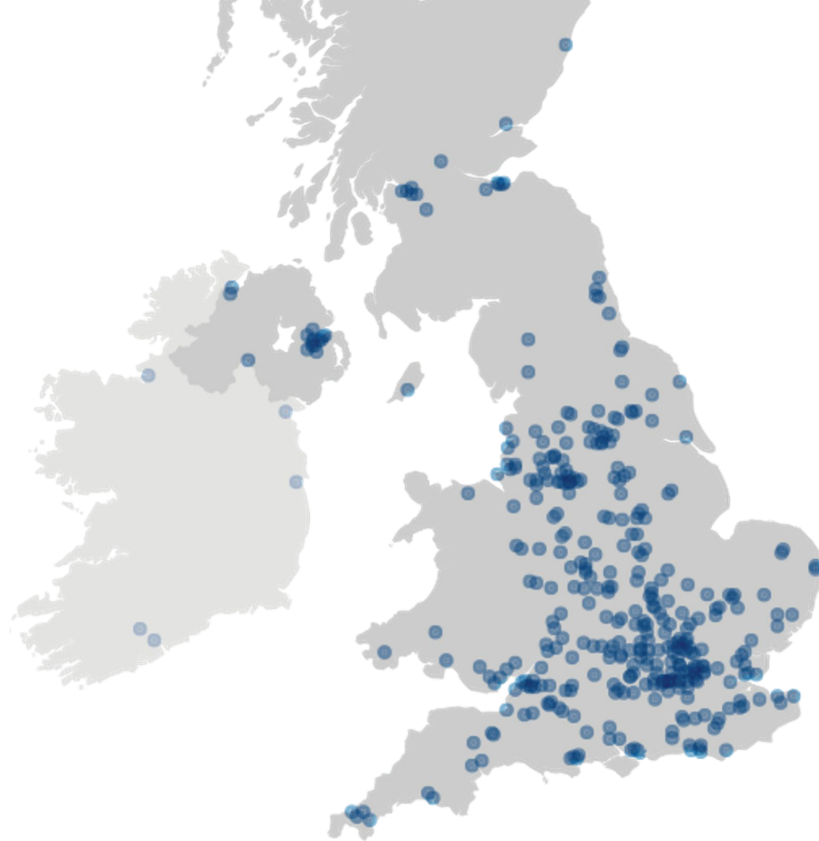
“Going open source brings you financial independence, freedom, equality, and democratic collaboration. These are key words, also, to maintaining peace.

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

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



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







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

**Closed solutions with vendor lock-in  
create financial dependence.**

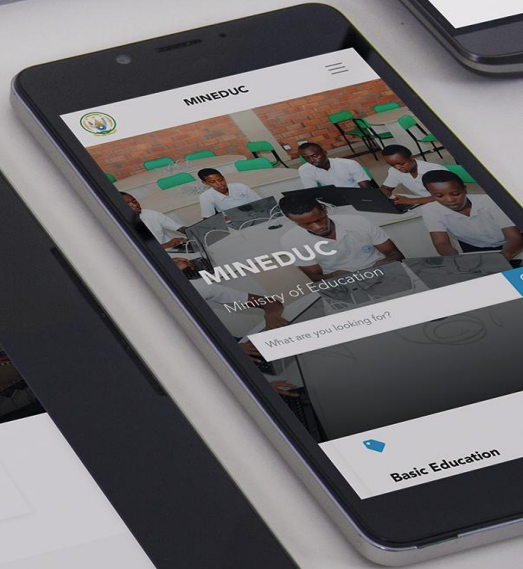
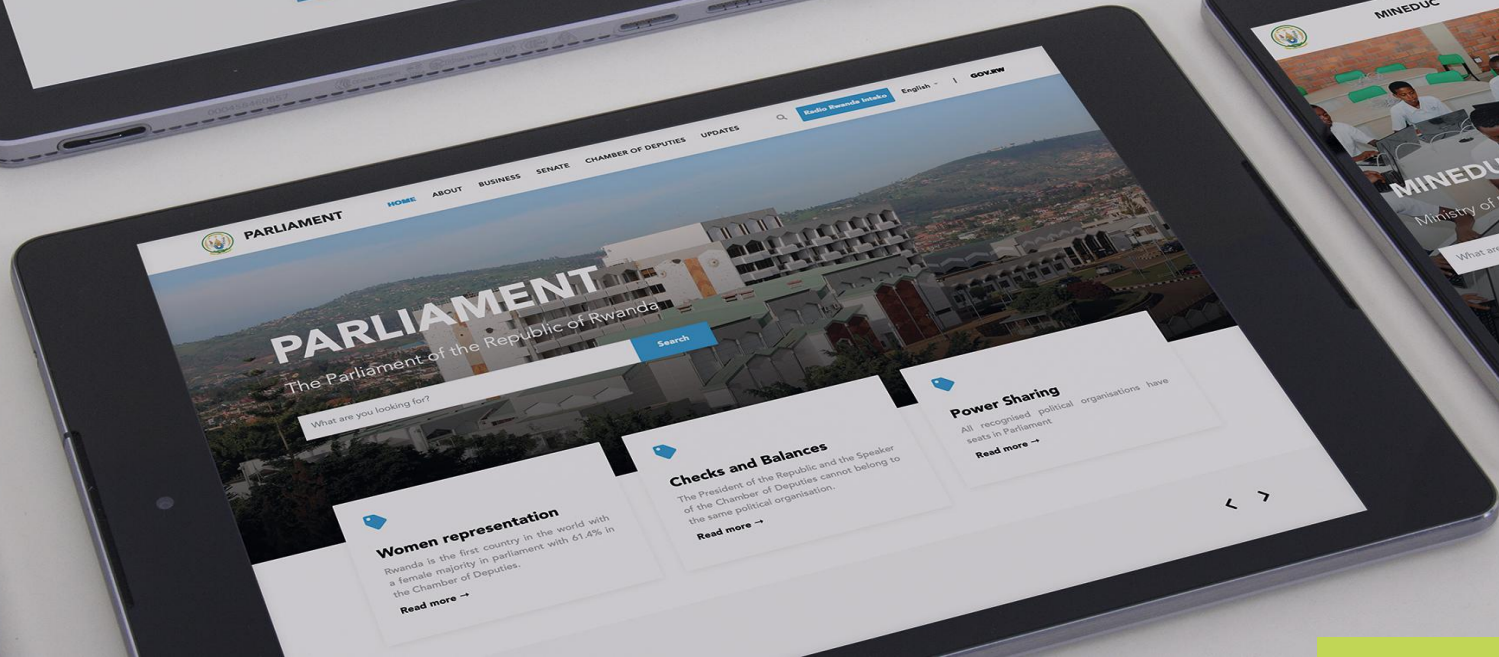
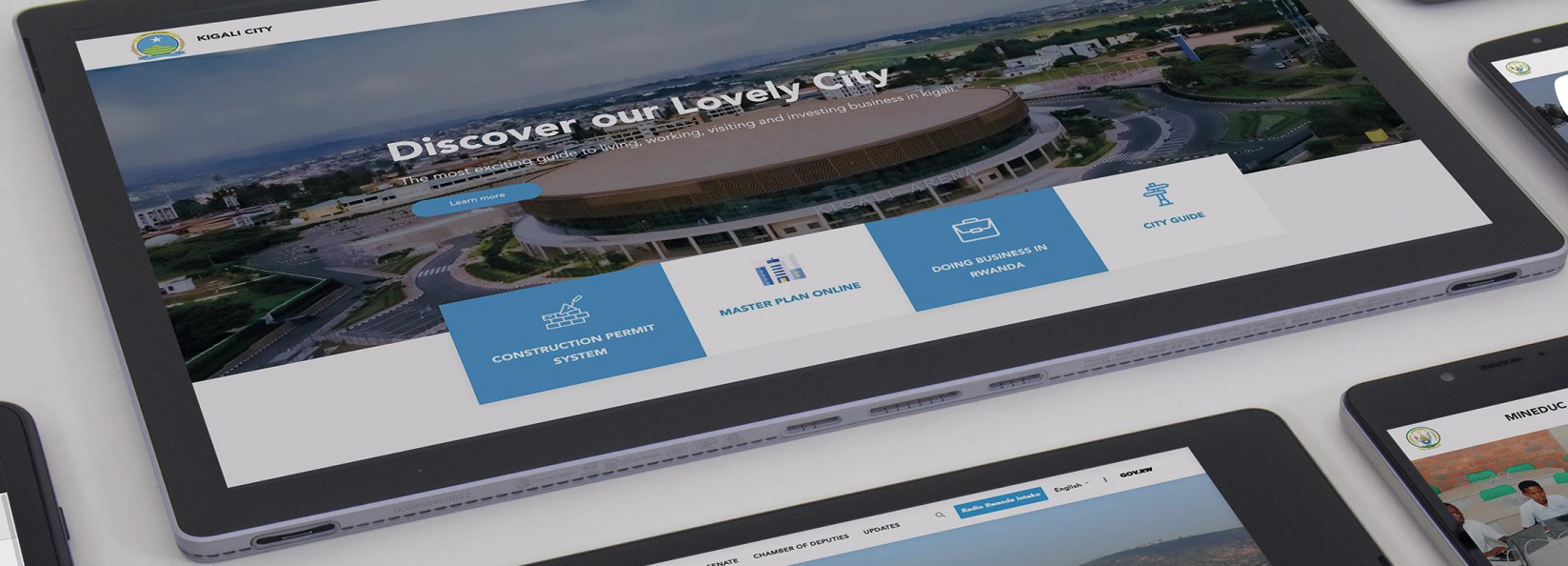
An established business opens a local office  
and export their earnings.

Closed solutions with vendor lock-in  
create financial dependence.

**THIS IS COLONIALIST  
AND EXPLOITATIVE**

**USE OUR COMMUNITY  
TO CREATE INDEPENDENT  
LOCAL BUSINESS  
AND EXPERTISE**





MS backend possibilities using one of users with of access. 3

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

**LOCALLY-LED  
NON-EXPLOITATIVE  
ANTI-COLONIAL**



## Report on TYPO3-Based Government Websites in Rwanda



Author  
Daniel Homorodean >



Published  
March 9th, 2023 >



Start the Conversation  
0 Comments >

Since 2019, 250 Rwandan government websites have been planned, built, and launched using TYPO3. At least as many more are on the way. In collaboration with our community, the TYPO3 Association has provided on-site expertise and education, but the impact goes far beyond tech.

Today, many countries lack a standardized strategic approach to secure, performant, cost-efficient, attractive, and user-friendly websites.

[Read the Report](#)

[typo3.com/rwanda-report](https://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](https://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?



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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... t you with the people  
... ut it, and grow. Open S  
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# open strategy partners



Thank you!  
flicstar.com (me)  
@horncologne (Jam)  
@provenpudding (MBL)  
FOSS contributors

Felicity Brand  
@open\_strategy