Danish
Design Centre

OPEN!
NEXT

COMMUNICATION
STRATEGY 2019 —

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Background

Open source software (OSS) gave rise to a billion-euro economy by freeing software development practices from proprietary IP models and opening the way to deep public participation.

Open Source Hardware (OSH) is a recent and promising extension of open source practices to the creation of physical objects. OPEN! NEXT focuses on encouraging and supporting small medium enterprises (SMEs) to unleash OSH's potential through engagement in collaborative open design of products and services together with fab—labs/makerspaces.

It will use case studies to demonstrate the feasibility of company community collaboration provide SMEs with sufficient infrastructure and business support to integrate OSH into marketable products, and it will encourage the participation of consumers and citizens in a project that will lead to new user-friendly products.

Purpose/ Vision

Our purpose

" We are creating a new paradigm for fabrication through open source – creating the internet of product creation

Our vision

" We will **transform how products are created** and make it more participatory. **Open source way** as a strategic alternative

Our Story

Open Source Hardware (OSH) is a promising extension of current open source practices to the creation of physical objects. OPEN!NEXT focuses on encouraging and supporting SMEs to unleash OSH's potential through engagement in collaborative open design of products and services together with fab—labs/makerspaces.

It will use case studies to demonstrate the feasibility of company community collaboration, provide SMEs with sufficient infrastructure and business support to integrate OSH into marketable products, and it will encourage the participation of consumers and citizens in a project that will lead to new user-friendly products.

We wish to communicate a paradigm change

Company-led

Consumer focus

Products from factories   →

Competitive growth

Proprietary Hardware

Community-based product creation

Co-creator focus

Products from communities

Sustainable growth

Open source hardware

Action points

Task ahead:

How to get the message across we need to define:

What are the needs of the SME's? What's important to them?

What are manufacturing companies considering top of mind?

We should be able to answer: Who should be in the target group for OS manufacturing in three years, who are not today? The same goes for understanding the effects of OS community building.

When is the action?

Kick-off

- Comms workshop
- Website launch
- Substantial announcement campaign
- Twitter account or similar practise?

Community-building (20 months)

- Accelerating our mission
- Effects of creating a community around a product
- How to build a community
- Community-building made accessible/visual/clear for all

2019 ———————————————————— **2021**
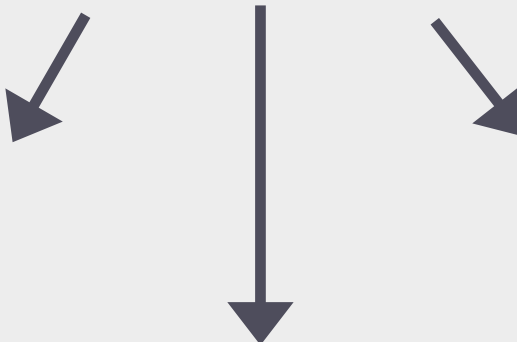
Building stronger practise (12 months)

- Dawning results on demonstrators
- Change in practice
- Documentation of better and stronger practises being built
- Implicating changes in product

Implementation and activation (30 months)

- What are the results of the project (book?)
- How to-guide for SME´s

Areas of interest

Key messages

SME´s new practise:
co-operation between SME´s and fab-labs "what are we embarking on?"

Vision:
community-building demonstrated (it works)

Results:
Concrete output, next opportunities for labs, SME´s and what CTA´s - "keep an eye out in YOUR area for.."

Two speeds

BURSTS: For each key message, we concentrate our resources to create deeper impact on the communication efforts and define concrete communication tasks for that specifik burst.

DAY-to-DAY: Throughout the project, we systematically monitor new findings, actions that we can communicate and deliver som generic texts/photos for all partners to share on social media or newsletters, etc.

Next steps

Time well spent

Designing the co-operation

Designing tools for sharing

Workshop Dec 5 focus points

> Mapping of target groups
> Mapping of ecosystem (also press)
> Mapping of channels/resources
> How do we best work together?
> How do we best solve tasks across organisations?
> Delegate tasks - who does what?

Thank you   :-)