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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](http://flicstar.com)

Technical communicator



**Open Strategy Partners**

Communications Consultant



**TYPO3 Open Source Enterprise CMS**

Contributor

The screenshot shows the TYPO3 CMS Backend interface. The top bar includes a search field 'Enter search term' and a 'Layout' dropdown. The left sidebar contains a navigation menu with the following items:

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

The screenshot shows the TYPO3 Backend page editor. The left sidebar shows the page tree under 'TYPO3 v12 LTS / Congratulations'. The main content area displays the 'Congratulations' page with the following sections:

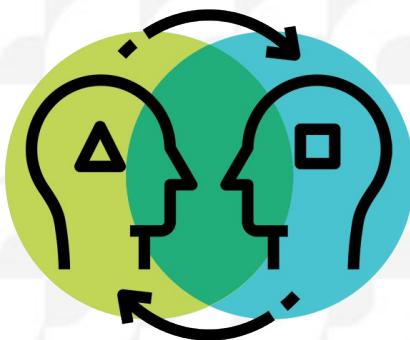
- Border**: Contains a 'Carousel' placeholder.
- Before Content**: An empty section.
- Middle: Left**: Contains a 'Text and...' placeholder with a 'Possibilities' text block. The text reads: 'With a rich core feature set out of the box, TYPO3 is an ideal choice for ambitious digital experiences.' Below it is another 'Content' placeholder.

# 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](http://openstrategypartners.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



# Jeffrey A. “jam” McGuire



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[@horncologne@fosstodon.org](mailto:@horncologne@fosstodon.org)

[jam@openstrategypartners.com](mailto:jam@openstrategypartners.com)

# Mathias Bolt Lesniak



@ProvenPudding

[@ProvenPudding@fosstodon.org](mailto:@ProvenPudding@fosstodon.org)

[mathias.bolt.lesniak@typo3.org](mailto:mathias.bolt.lesniak@typo3.org)

- 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

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

# 31 Jan 2023

: - /



**Justin Hendry**

Editor

© 31 January 2023

Share

## Govt shunned own CMS for Adobe myGov features left idle

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



**Ordered Chaos**

APRIL 26, 2022



**Peace**

MAY 17, 2022



**Ultimate Freedom**

APRIL 19, 2022



**Democracy**

MAY 03, 2022



**Love**

APRIL 05, 2022

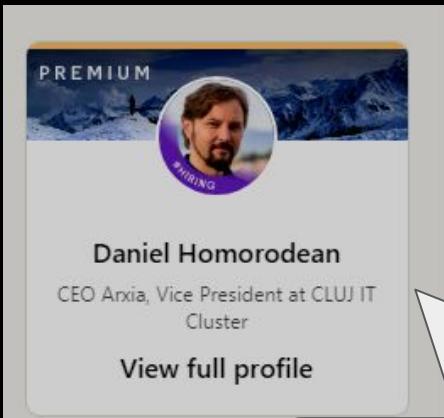
“What we do is genuinely special, genuinely weird, and genuinely hard to explain to people who live in the world of economic scarcity.”



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



# It's not even a war anyway



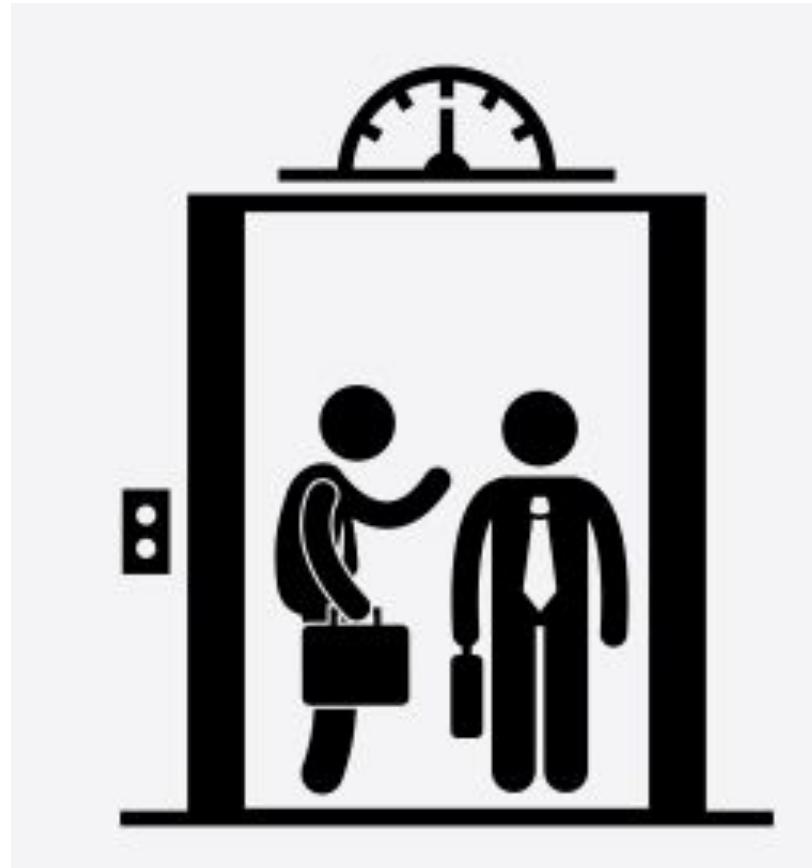
A LinkedIn profile card for Daniel Homorodean. The card features a circular profile picture of a man with a beard, wearing a purple shirt with the word "HIRING" on it. The background of the card shows a snowy mountain landscape. At the top left, the word "PREMIUM" is displayed. Below the profile picture, the name "Daniel Homorodean" is written in bold black font. Underneath the name, the title "CEO Arxia, Vice President at CLUJ IT Cluster" is listed. At the bottom of the card, there is a button labeled "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.

to be achieved, maybe not the mandating of buying open source is the education of the public buyers about the efficient acquisition and

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/](http://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 by Agence Olloweb on Unsplash



Photo: Miguel Á. Padriñán / Pexels



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
<b>License fees</b>	30	0	-30
<b>SLA support</b>	10	10	0
<b>Infrastructure</b>	10	10	0
<b>Strategy, design, UX</b>	20	30	+10
<b>Implementation</b>	20	30	+10
<b>Testing, QA</b>	10	20	+10

# The FOSS Value Proposition

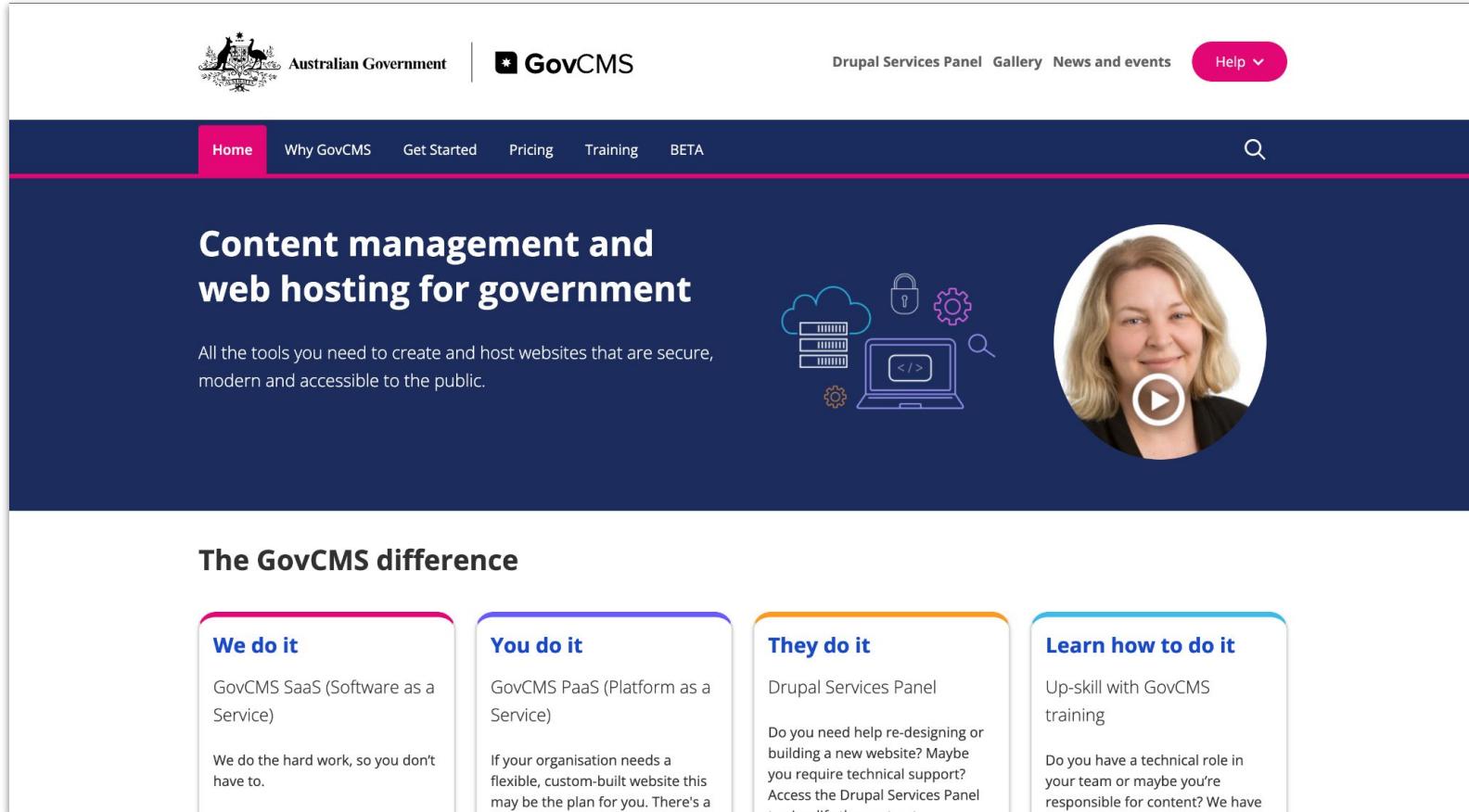
## “Better, not cheaper” 2

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.”





The screenshot shows the homepage of the GovCMS website. At the top left is the Australian Government crest. Next to it is the GovCMS logo, which consists of a blue square with a white asterisk and the word "GovCMS". To the right are links for "Drupal Services Panel", "Gallery", "News and events", and a "Help" dropdown menu. Below the header is a navigation bar with links for "Home" (which is highlighted in pink), "Why GovCMS", "Get Started", "Pricing", "Training", and "BETA". A search icon is also present. The main content area features a large blue banner with the heading "Content management and web hosting for government" and a subtext about creating secure, modern, and accessible websites. To the right of the banner is a circular portrait of a woman with blonde hair, with a play button icon overlaid. Below the banner are four colored boxes: pink, purple, orange, and light blue, each containing a title and a brief description.

## 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.

### 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

### 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

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

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

PLUS

Public IT

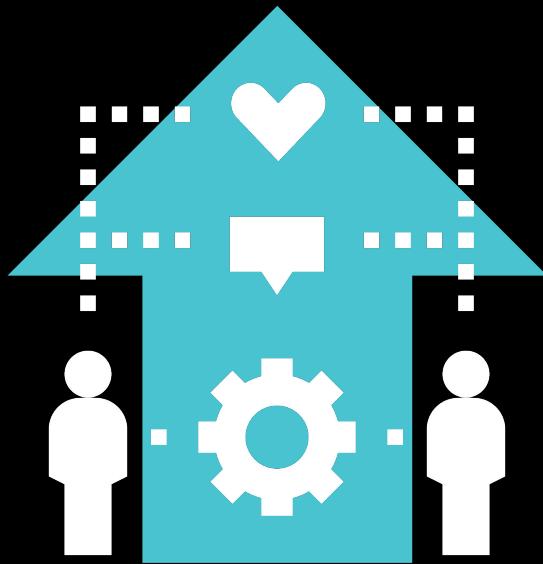
19 February at 04:00

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





**Government**

**Private Sector**

**Proprietary**

**Proprietary**



A diagram illustrating the interconnected nature of four sectors. At the center is a large circle labeled "Community". Surrounding it are three smaller circles, each representing a sector: "Government" on the left, "Civil Society" in the middle, and "Private Sector" on the right. All four circles are interconnected, symbolizing their mutual relationship and dependence.

**Government**

**Civil Society**

**Private Sector**

**Community**



Photo: Fernando Paredes Murillo / Unsplash



Photo: Eutah Mizushima / Unsplash



Photo: Andrey Metelev / Unsplash



Photo from pickpik



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.”

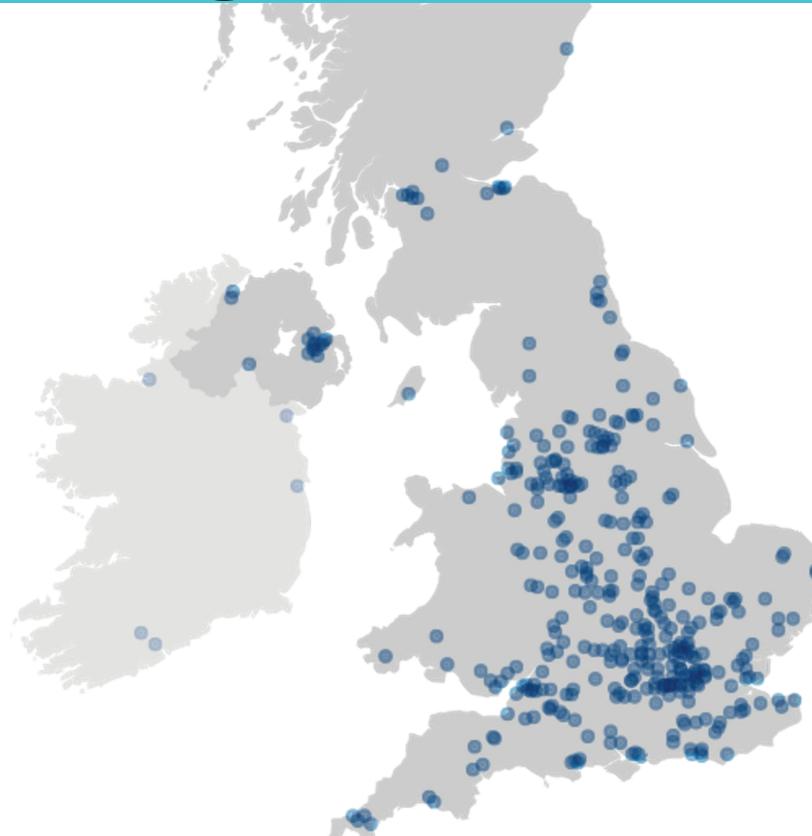
# UK Gov't ICT Supplier Map 2010

## (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.**

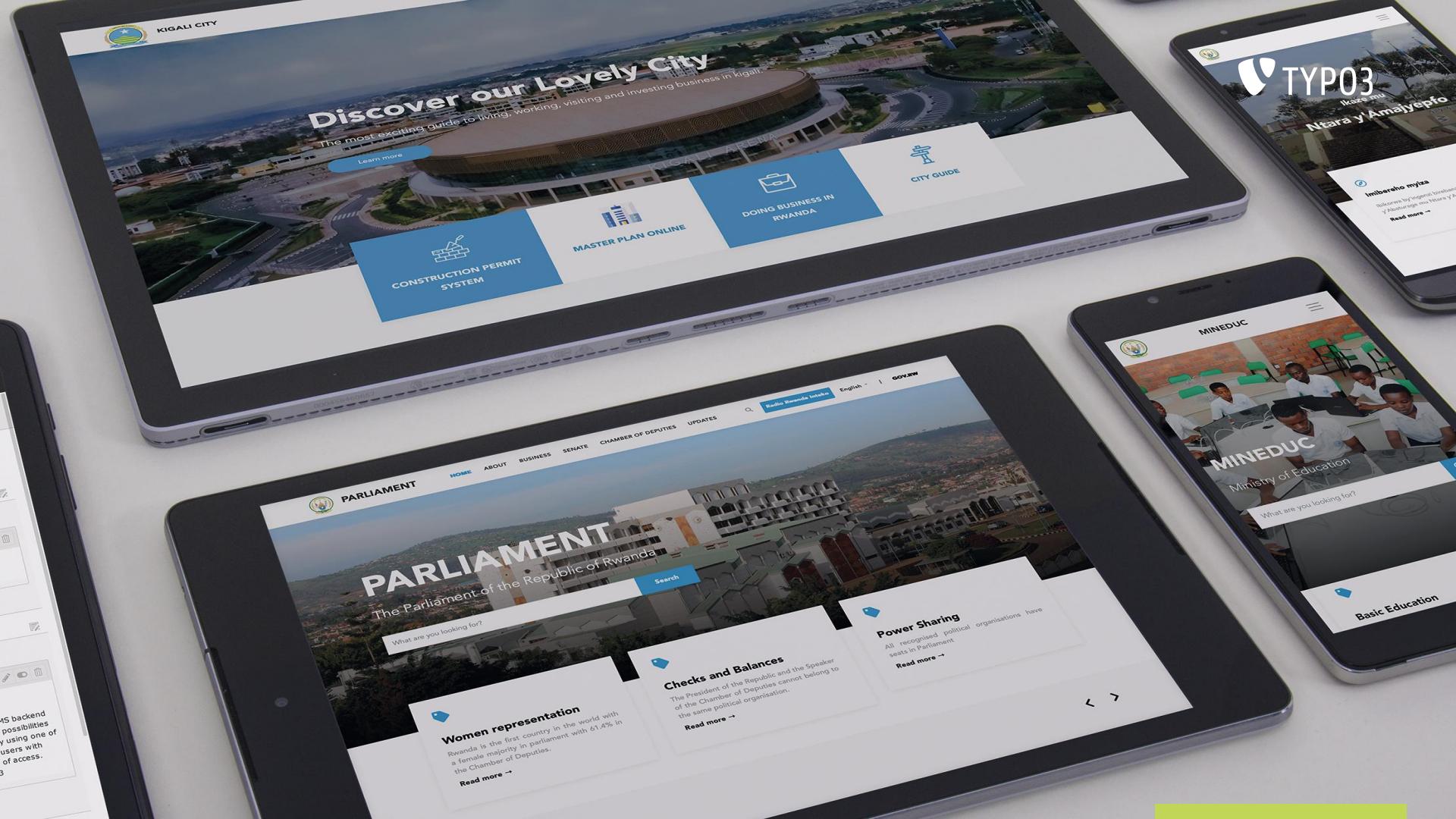
**An established business opens a local office  
and export their earnings.**

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

**THIS IS COLONIALIST  
AND EXPLOITATIVE**

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





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

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

[Home](#) > [Blog](#) > Report on TYPO3-Based Government Websites in Rwanda

## 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](http://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](http://flicstar.com/foss)

# open strategy partners

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

*Felicity Brand*  
*@open\_strategy*