



PRESENTED BY

Akashdeep Dhar

he/him

Senior Software Engineer
Red Hat Community Linux Engineering
Elected Representative
Fedora Mindshare
Mindshare Representative
Fedora Council

Fedora Mindshare Progress Update

Fedora Council Strategy Summit 2026





INTRO

Describing who we are

WHAT WE ACTUALLY DO

WHAT MOST PEOPLE THINK WE DO





EVENTS

Before the committee refreshes



FOSDEM 2025

ULB Solbosch, Brussels, Belgium
30-31st January 2025

Chemnitzer Linux-Tage

Chemnitz, Saxony, Germany
22nd-23rd March 2025

SFVLUG Release Party

California, USA
26th April 2025

XIV Poznanska Impeza...

Poznan University, Poland
7th June 2025



EVENTS

After the committee refreshed



Docs Workshop
Kenya, Uganda and Nigeria
21st June 2025

LinuxDays 2025
Prague, Czech Republic
4th-5th October 2025

OSCAFest / CHAOSSCon
Lagos, Nigeria
13th-16th August 2025

Jesien Linuksowa 2025
Rybnik, Poland
25th-26th October 2025

FrOSCon 2025
Sankt Augustin, Germany
16th-17th August 2025

Kirinyaga University
Kenya
8th November 2025

BalCCon 2k25
Novi Sad, Vojvodina, Serbia
19th-21st September 2025



Regional Event Support



- **Led by**
 - Justin Wheeler
 - Luis Bazan
- Support and coordinate budget requests for events across various regions, acting as a liaison between the regions, the Fedora Community Architect, and the wider committee.
- Review funding requests, ensuring the regional representative advocates for the sponsorship's approval and that requests adhere to a clearly defined process, like that of Fedora Advocate.
- Lower the barrier of entry to Fedora Project for local presence by ensuring active regional representation and assisting the Fedora Community Architect in planning events.

Recognition Service



- **Led by**
 - Akashdeep Dhar
 - Gregory Sutcliffe
- Recognise the efforts of contributors across the project by working with project teams (like quality assurance, design team, release engineering, etc.) to reward contributors.
- Develop and implement a recognition system including review frequency, reward reception, process building and community metrics - while presenting these to Fedora Council.

Digital Ambassadorship



- **Led by**
 - Emma Kidney
 - Joseph Gayoso
- Operate on a clear social media framework built around various target audiences like global, regional and personal to promote Fedora Project and its offerings.
- Work with the Marketing Team to structure, resource and support Fedora Project's brand and communication goals by being a conduit between involved parties.



EVENTS
Stuff we have been doing all along

[Holding or Attending a Medium Event](https://docs.fedoraproject.org/en-US/mindshare-committee/events/requests/)

While anyone can hold or attend a medium Fedora-related event, these events are typically done by experienced Fedora contributors and/or existing Fedora Ambassadors. A medium event is one where the budget is under \$1000.

1. Please open a Mindshare ticket in the [Mindshare Repository](#). You should use the **advocate** template from the **Type** drop down. Please complete the fields required.

When preparing your ticket, keep these things in mind:

 - Be clear in what you hope to accomplish and why the event is good for Fedora.
 - Help the Fedora Mindshare Committee understand how you are qualified to help make this a success. You may want to talk about your experience, or contribution history.
 - Think about how you will use the budget and what kind of swag support, if any, will help you be successful. We like to see the budget spent directly on the event or attendance and not on swag production. If you need more budget, we encourage you to team up with a Fedora Ambassador and have them sponsor the event and ask for a larger budget. We are open to you suggesting uses for your budget that make the most sense for you, your area, and the event.

2. Monitor your ticket for questions from the Committee.
3. Voting usually starts very quickly. The ticket needs to get 3 +1s and no -1s in eleven days. When this happens, a committee member will update the ticket with an approved message. If all committee members vote sooner, the ticket can be approved sooner. The goal of the eleven day period is to ensure that we have at least one meeting during the discussion period (allowing for holidays).



Documenting Event Proposals
Fedora Mindshare Event Documentation

[docs\(events\): Centralize Event Box inventory and logistics](https://gitlab.com/fedora/mindshare/docs/-/merge_requests/11)

Migrates the Fedora Event Box (Pelican case) tracking from disparate Wiki pages and spreadsheets into the central Antora-based documentation. This establishes a single source of truth for event organizers regarding shipping logistics and current inventory levels for 2026.

Changes included in this commit:

- Create `modules/events/pages/boxes/index.adoc`:
 - Defines the purpose and goals of the Event Boxes program.
 - Standardized shipping specifications (weight/dimensions) to assist organizers with courier bookings.
 - Adds a "Call for Participation" for establishing APAC and LATAM boxes.
- Create `modules/events/pages/boxes/united-states.adoc`:
 - Establishes inventory tracking for the North American box based in Raleigh, NC.
 - Notes the inclusion of the ThinkPad X1 and Slimbook hardware.
- Create `modules/events/pages/boxes/europe.adoc`:
 - Establishes inventory tracking for the EMEA box based in Brno, CZ.
 - Adds specific warnings regarding international laptop shipping limits for legal compliance.
- Update `modules/events/nav.adoc`:
 - Restructures the navigation to include "Event Guidelines & Resources".
 - Links the new Event Box pages into the main sidebar.

[Fedora Event Boxes](#)

Fedora Event Boxes are turnover stations designed to hold Fedora Ambassadors and committee set up a professional presence at major free software and open source events. These boxes act as a "house on a box," containing the essential materials needed to power the banner of organizing a Fedora presence. Instead of gathering materials from scratch for every conference, an organizer can request a shipping container that includes banners, tablecloths, demo hardware, and swag.

The concept was originally inspired by the GADME! Projects Events Box and has been successfully consulting in North America since the projects inception.



Curating Management Processes
Fedora Mindshare Event Documentation



RECOGNITION

Stuff we have been doing all along



Fedora Badges Revamp Project
Rewarding the active contributors

Fedora Badges

Fedora Badges is an application built to recognize contributors to the Fedora Project, help budding and existing Fedora Project members discover different ways to get involved, and encourage the general improvement to free and open source software.

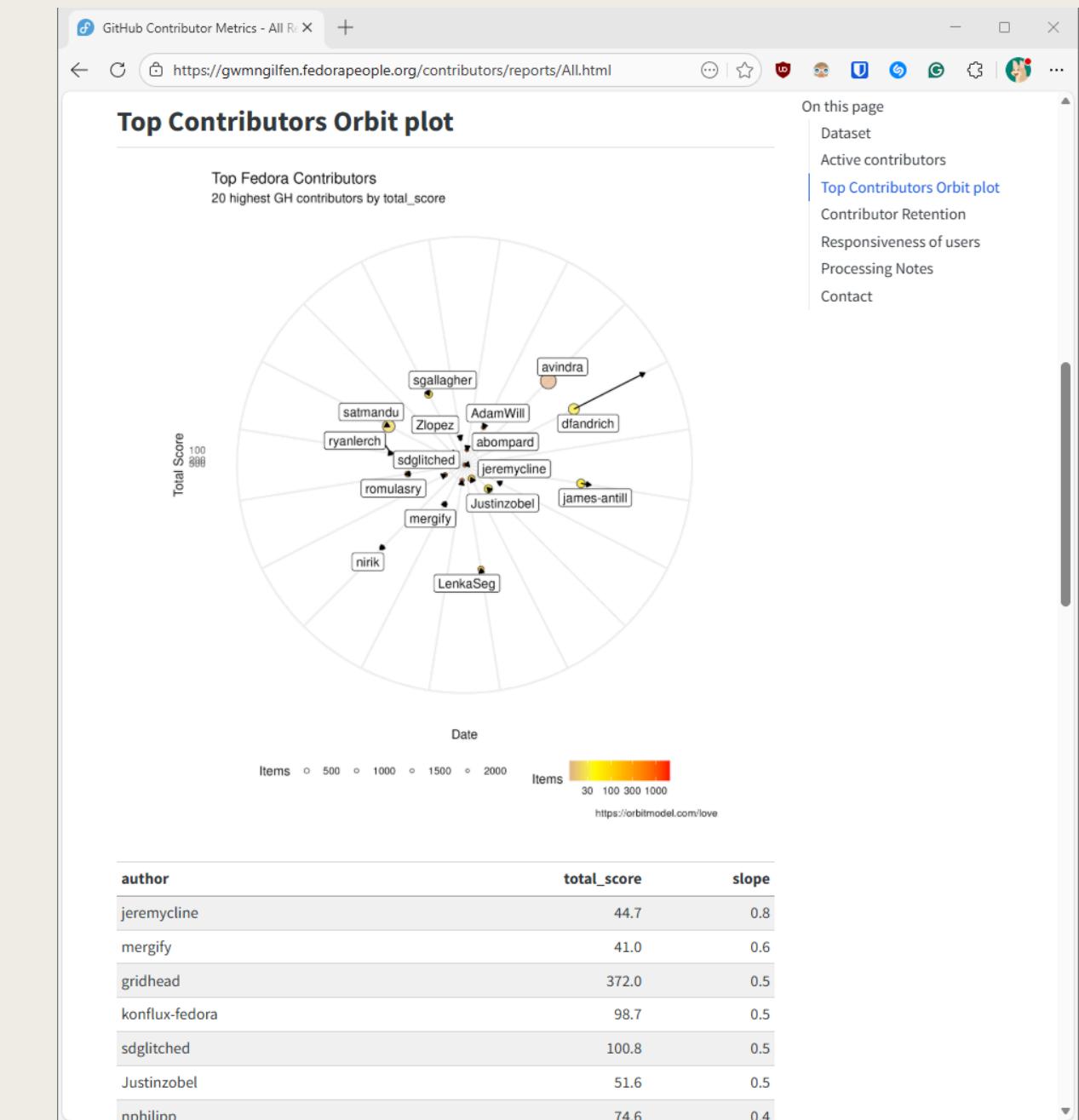
- Recently introduced
- Complete collection
- Platform rankings
- Discover rarities
- Explore badges
- Contribute now

Recent awards
40 award(s)

sumantron	received Fedora 43 Change Accepted about 25 days ago
iflory7	received Fedora 43 Change Accepted about 25 days ago
sdglitched	received Fedora 43 Change Accepted about 25 days ago
t0xic0der	received Fedora 43 Change Accepted about 25 days ago
dfak23	received Paranoid Panda about 2 months ago
stgraber	received Paranoid Panda about 2 months ago
aperson	received White Rabbit about 2 months ago
bobrokus	received Paranoid Panda about 2 months ago
leamas	received Paranoid Panda about 2 months ago
ebertus	received Crypto Badger about 2 months ago
ebertus	received White Rabbit about 2 months ago
vidar	received Paranoid Panda about 2 months ago
kiral45	received Curious Penguin (Ask Fedora I) about 2 months ago
jobko	received Curious Penguin (Ask Fedora II) about 2 months ago
matjes	received Baby Badger about 2 months ago
grafted4264	received Curious Penguin (Ask Fedora I) about 2 months ago
rajukani100	received Curious Penguin (Ask Fedora I) about 2 months ago
pixelsergey	received Corporate Drone about 2 months ago
pixelsergey	received What goes up... (Koji Failure I) about 2 months ago
yoogui	received Fedora+CentOS Classroom at SCALE...

Recent badges
40 badge(s)

Fedora 43 Change Accepted	created 25 days ago
Let's have a party (Fedora 43)	created 2 months ago
FOSDEM 2026 Attendee	created 2 months ago
Fedora 43 CoreOS Test Day	created 3 months ago
I Voted: Fedora 43	created 3 months ago
I Voted: Fedora 47	created 3 months ago
I Voted: Fedora 46	created 3 months ago
I Voted: Fedora 45	created 3 months ago
I Voted: Fedora 44	created 3 months ago
Contributor Recognition Nominee	created 4 months ago
TXLF 2025	created 4 months ago
F45 i18n Test Day Participant	created 5 months ago
F44 i18n Test Day Participant	created 5 months ago
F43 i18n Test Day Participant	created 5 months ago
FrOSCon 2025 Attendee	created 5 months ago
Fedora Mentor Summit 2025	created 8 months ago
Rock the Boat	created 8 months ago
Flock 2025 Attendee	created 8 months ago
Let's have a party (Fedora 42)	created 8 months ago
Fedora+CentOS Classroom at SCALE...	



Fedora Community Health Metrics
Incentivising all budding contributions



AMBASSADORS

Stuff we have been doing all along



Handling Various Social Platforms
Updates on Instagram / Mastodon / Reddit accounts

The screenshot shows an Instagram story from thefedoraproject. It features a group photo of approximately 15 people, mostly men, standing and sitting in front of a building with a colorful mural. The caption below the photo reads "#Fedora crew at #FOSDEM ❤️". At the bottom of the story, there is a reply input field and a small icon.

The screenshot shows a GitLab merge request titled "Refine Digital Ambassadorship definition". The request has been merged by Emma Kidney. The merge details indicate changes were merged into the main branch with commit 471f0e23, which squashed commits and deleted the source branch. The merge was done 1 month ago. The activity section shows a change made by Emma Kidney 2 months ago.



Refining Vertical Purpose Goals
Fedora Mindshare Marketing Documentation



Moving away from GitLab namespace to Fedora Forge

Transfer all repositories and information before archiving the source namespace

1

Expanding event presence to the Asia Pacific region

Apart from EMEA and American subcontinents, we need our presence in the East

2

Fedora Mindshare Townhall Session @ Flock 2026

Interacting with Fedora Project contributors during Flock 2026 to know their needs

3

Tangible Contributor Recognition Awards per release

Appreciating budding (or returning) contributors so that they feel at home in Fedora Project

4

Revisiting / reviewing event management documentation

With more events we organise throughout the globe, the more we learn to do it right

5

Maintaining the status quo on our existing roles

Keep on doing what we do - Just doing it better than before, and that should help...

6

REACH OUT

Ft. Justin Wheeler and Lukas Brabec

OR TO ME

Akashdeep Dhar

আকাশদীপ ধর

@t0xic0der on Fedora Accounts

@gridhead on GitHub, LinkedIn, etc.

<https://gridhead.net>



Fedora Chat
Fedora Mindshare on Matrix



Issue Tracker
Fedora Mindshare on GitLab

