Open Regulatory Compliance

2025 DRAFT Marketing Plan

Revised May 2025

[Draft] Mission

The mission of the ORC WG is to serve as a neutral forum for the open source community, maintainers, industry, small and medium enterprise (SME), research, open source foundations and related nonprofits to come together to understand and develop a point of view on emerging regulation, inform the broader ecosystem of its impact and collect its feedback, propose solutions leading to a sustainable and thriving open source ecosystem, develop educational material to inform and help with the implementation of regulation, develop specifications that formalize best practices, and collaborate with institutions by providing inputs to regulatory processes and participating in formal standardization efforts.

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Program Pillars

- Awareness, Education and Thought Leadership
- Technical Development
- Institutional Engagement
- Representation

Target Audiences

Manufacturers

Actively contribute insights on regulatory challenges and collaborate on developing compliance-supporting technical assets..

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Maintainers

Provide expertise in integrating compliance requirements into open source projects and ensuring alignment with evolving regulations.

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Open Source Stewards and Projects

Advocate for regulatory best practices, facilitate community engagement, and support cooperation between open source projects and regulatory bodies.

Consultants and organisations working on behalf of manufacturers or maintainers (ex. Developers Alliance)

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Key Messages (2025)

Regulatory Compliance Is Coming—Be Prepared
The Cyber Resilience Act (CRA) enforcement begins in 2026, and non-compliance will lead to fines and legal risks. The CRA doesn't just impact European organisations—it affects any company doing business in Europe. Companies need to act now to avoid costly last-minute changes and ensure their products meet evolving security requirements.

A New Relationship Between Industry and Open Source is Essential
With the CRA and other regulations on the horizon, passive consumption of open source is no longer viable. Industry must take a more active role—collaborating with open source projects to align on compliance strategies and ensure regulations are both practical and technically sound.

Unclear Regulations Create Business Risk
The CRA contains vague definitions and ambiguous requirements that could lead to inconsistent enforcement and unexpected compliance burdens. ORC provides a space for organizations to help define key terms and shape practical implementation before the act takes full effect.

Influence the Future—Don't Just React to It
Once the CRA is implemented, companies will be forced to comply with rules they had no hand in shaping. ORC brings together a diverse global community of SMEs, foundations, and industry leaders to ensure regulations are practical, balanced, and workable across different sectors.

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Marketing Program & Tactics

Marketing Program Pillars

1

INDUSTRY AWARENESS

- Press and Analyst Relations
- Thought Leadership

2

COMMUNITY CONTENT

- FAQs
- Blog Posts
- Video
- Webinars

3

EVENTS

- Industry Events
- Hosted Events

4

DIGITAL MARKETING

- Social Media
- SEO & Website Improvements

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Industry Awareness

Objective: Ensure key audiences understand the impact of the CRA on open source and the role of ORC WG in addressing regulatory compliance challenges.

- Leverage press and analyst relations agencies to pitch the ORC Message House, positioning the group as a key voice in open source regulatory compliance.

- Media training for ORC representatives to prepare for interviews and speaking engagements.

- Publish thought leadership articles addressing the real-world impact of CRA and regulatory compliance in open source.

- Encourage community byline support: Provide guidance and messaging frameworks for community members to write their own articles, mentioning ORC.

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Community Content

Objective: Facilitate knowledge sharing and engagement by producing and promoting accessible, community-driven content on CRA and ORC WG activities.

- Provide guidelines and prompts to help community members write about CRA and ORC's progress.

- Actively share and amplify community-created content (e.g., FAQs, blogs, explainers) through social media, newsletters, and website updates.

- Develop a program to recognize and reward engaged contributors.

- Publish recaps and key takeaways from industry events, ORC discussions, and webinars to extend their impact.

- Develop technical and non-technical onboarding materials to help different audience segments quickly grasp the essentials.

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Events

Objective: Maximize ORC WG's visibility and engagement by participating in strategic industry events, hosting targeted workshops, and facilitating direct community interaction.

- Collocated workshops at industry events
  - FOSDEM ✔
  - Maintainer Month
  - Community Day
- Monthly community calls to facilitate ongoing discussions and engagement (ex CRA Mondays)
- Identify CFPs for industry events and encourage ORC representatives to submit talks.
- Secure a presence at key open source and compliance-related events (e.g., Embedded World, Open Source Congress, OSXP).

Digital Marketing

Objective: Build ORC WG's digital presence to engage a broad audience, drive awareness, and facilitate participation.

- Build a social media community
  - [LinkedIn](#)
  - [Bluesky](#)
  - [Mastodon](#)

- Optimize website for key personas to become contributors

- Build segmented email lists (HubSpot or mailing lists) targeting different audience groups (e.g., manufacturers, maintainers, policymakers).

- Encourage community-driven advocacy by providing shareable content (infographics, short video snippets, quote cards).

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Start Supporting Outreach

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Show Your Support

3 easy way to get involved and amplify our message. We invite ORC members to share their support by contributing one of the following:

	Easy Actions to Take	How to Get Started
✏️ Simple	**Written Quote** Share a short statement (~2–3 sentences) on why ORC's work matters.	→ Draft a quote based on past examples and send it via email.
🎥 Moderate	**Video Testimonial** Record a short (30–60 second) video sharing your support.	→ We'll provide talking points and a guide. Once recorded we will edit and post the video.
📝 Advanced	**Member Blog Post** Publish a blog on your platform about ORC and why regulatory compliance matters to your organisation.	→ Email marketing@eclipse.org for support outlining, editing and promoting your blog.

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Thank you