



**Open  
Regulatory  
Compliance**

**2026 Marketing Plan**

# 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 input to regulatory processes and participating in formal standardization efforts.*

# Program Pillars

**Awareness, Education and  
Thought Leadership**

**Technical Development**

**Institutional Engagement**

**ORC Community Representation**

# Awareness, Education and Thought Leadership

Program Objective	Corresponding Marketing Objectives
Close the knowledge gap and demonstrate ORC WG as the reference actor in all the subjects related to regulatory compliance and open source worldwide.	<ul style="list-style-type: none"><li>• Develop and curate assets for CRA stakeholders to understand the current regulatory scene and to promote the adoption of the <a href="#">CRA deliverables</a> (ex FAQ, attestations), making ORC <i>the source</i> for OSS regulatory compliance.</li><li>• Drive awareness of ORC resources through Code &amp; Compliance events, webinars, community calls, media and analyst relations, and content.</li><li>• Promote speaking engagements and media mentions raise awareness of the CRA and elevate ORC's role in CRA readiness.</li><li>• Promote the CRA training program.</li></ul>

# Technical Development



Program Objective	Corresponding Marketing Objectives
Develop the technical assets that will be shared with the open source community and the relevant stakeholders to support the compliance journey with the existing and emerging regulation.	<ul style="list-style-type: none"><li>• Encourage cybersecurity and compliance specialists to participate in the development of <a href="#">CRA-related deliverables</a>.</li><li>• Communicate the value of ORC's contributions to the CRA through blog posts, mailing list updates, and community calls.</li><li>• Recognize and reward contributors who actively support the creation and promotion of CRA-related deliverables.</li></ul>

# Institutional Engagement



Program Objective	Corresponding Marketing Objectives
Strengthening the cooperation and relationship with the public administrations and regulatory bodies to build a bidirectional communication enabling a continuous exchange.	<ul style="list-style-type: none"><li>• Increase ORC's reputation among public administrations and regulatory bodies by showcasing the practical value of ORC deliverables and the diversity of its global community.</li><li>• Include institutions in outreach and engagement activities, such as the Code &amp; Compliance Community Day, to foster stronger relationships and provide an open forum.</li></ul>

# ORC Community Representation

Program Objective	Corresponding Marketing Objectives
Building legitimacy through broad stakeholder representation, growing ORC WG membership base.	<ul style="list-style-type: none"><li>• Strengthen engagement with community stakeholders and potential members by communicating the importance of ORC and the work being done to clarify the CRA and prepare for implementation.</li><li>• Increase awareness of ORC and it's work through in-person and virtual events.</li><li>• Empower ORC community members to speak about ORC and the CRA.</li><li>• Build a well-represented ORC membership base that reflects a diverse range of industries, geographies, and organization types.</li></ul>

# Key Audiences & Messages

# Stakeholder Landscape



## Manufacturers

Rely on open source and contribute insights on regulatory challenges and compliance-supporting assets.



## Maintainers and OS Projects

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



## Open Source Stewards

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



## Institutions

National security bodies, market surveillance authorities, and CSIRTs responsible for implementing the CRA at the national level.

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

The CRA spans a broad landscape of stakeholders, each at a different stage of maturity and CRA readiness. To maximise impact, our communications will focus on the three target audiences outlined on the next slides.

# Target Audience #1: Manufacturers with an OSPO

They are already involved in CRA related programs, or they are planning how to address the requirements.

**Objective:** Join the ORC Working Group or follow its outputs to stay aligned with community-driven best practices.

**ORC Offers:** Deliverables plan can be used as the masterplan that can help them in implementing their CRA compliance program.

**Top priority for improving WG financial balance**

## Profile:

Manufacturer with an Open Source Program Office (OSPO), either already involved in CRA-related initiatives or actively planning their compliance approach.

## Goals:

- Implement a practical, company-wide **CRA compliance program**
- Align product, legal, and engineering around open source risk management
- Lead in responsible OSS use while minimizing regulatory risk

## Pain Points:

- Translating CRA into **operational steps**
- **Fragmented guidance** across ecosystem
- Limited internal bandwidth for compliance work

## Engagement Strategy:

Use the ORC Deliverables such as **attestations or due diligence resources** as their CRA masterplan

## Strategic Importance:

🎯 **Top priority** for strengthening WG financial sustainability

**Preferred Communication Channels:** Webinars, OPSO newsletters, Slack, Working Group calls

# Target Audience #2: Manufacturers with Compliance Manager

This group is composed by companies that are not fully engaged in the open source community. Uses open source components, but without centralized visibility or policy for how it's adopted, reused, or maintained. Compliance efforts are reactive, driven by legal obligations rather than strategic alignment with open source best practices.

**Objective:** Influence and adopt best practices guidelines and tooling and join the WG.

**ORC Offers:** Best practices and guidelines, actionable resources that can be translated into their activities.

**Priority - High:** it is very likely that this group represents the majority of the industry, the better we understand them, the larger our potential impact will be.

## Profile:

Manufacturers using open source without centralized policy or visibility. Compliance is reactive, driven by legal and customer demands, not open source best practices. No OSPO in place.

## Goals:

- Meet regulatory requirements (e.g., CRA, SBOMs)
- Reduce legal and reputational risk and establish basic compliance processes
- Gain visibility into OSS usage

## Pain Points:

- No OSS inventory or policy and low OSS awareness across teams
- Lacks practical, easy-to-implement guidance
- Overwhelmed by OSS complexity

## Engagement Strategy:

Provide **actionable best practices**, templates, and implementation guides (e.g., SBOM, VEX, disclosure workflows) tailored for **non-expert teams**.

## Strategic Importance:

**High priority**—likely the **largest industry segment**. These are the decision makers for the spend.

Engaging them = biggest impact + strong growth potential for WG adoption.

**Preferred Communication Channels:** Email outreach, 1 pagers, short videos, webinars & events

# Target Audience #3: Open Source Projects & Maintainers

Open source projects that are **not governed or backed by a formal foundation**. These projects are typically community-driven, often initiated and maintained by individuals or small teams.

**Objective:** Use ORC resources to support security reporting and compliance asks on their own terms.

**ORC Offers:** Best practices guidelines, white papers, etc. that help better coordinate the relationship between manufacturers and the open source.

**Priority - High:** this group represents the majority of the open source community. Engage with them would create a huge impact (implementation of vulnerability patching, interaction with manufacturers...)

## Profile:

Maintainers of open source projects not governed by a foundation. Small teams or individuals, often volunteer-led. Widely used by industry but lacking formal structure for engagement.

## Goals:

- Keep the project healthy and sustainable
- Enable **responsible security coordination** with manufacturers and avoid legal/compliance friction
- Protect project autonomy and OSS values

## Pain Points:

- No structured way to handle **security reports or compliance asks**
- Lacks templates, resources, or capacity to respond to industry and overwhelmed by vague corporate demands
- Limited time and infrastructure for governance or tooling

## Engagement Strategy:

Provide **lightweight best practices**, white papers, and community-aligned templates that help them coordinate with manufacturers (vuln handling, SBOM questions, etc.) **on their own terms**.

## Strategic Importance:

**High impact** — this group powers the majority of OSS.

Supporting them improves **vulnerability response, trust, and ecosystem resilience**.

**Preferred Communication Channels:** GitHub, dev blogs, reddit, YouTube, OSS newsletters

# Key Messages

## **The First CRA Deadlines are Coming—Be Prepared with ORC's Resources**

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. ORC resources help manufacturers perform their due diligence early, reducing uncertainty, avoiding costly last-minute changes, and ensure products meet evolving security requirements.

## **A New Relationship Between Industry and Open Source is Essential**

Nearly every product today includes open source, 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. Shared frameworks such as voluntary security attestations are a key step in building trust and enabling effective, transparent collaboration.

## **Unclear Regulations, like the CRA, Create Business Risk**

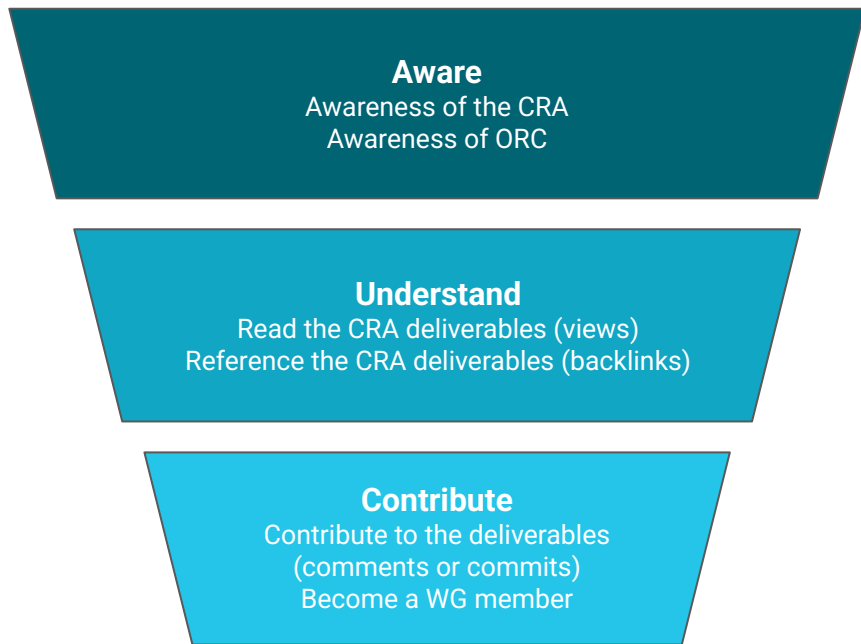
The CRA's vague definitions and uneven interpretations create compliance uncertainty and potential enforcement risk. ORC provides a trusted forum for manufacturers and open source stakeholders to define practical due diligence processes, develop shared guidance, and build a consistent approach to CRA implementation before enforcement begins.

## **Influence the Future—Don't Just React to It**

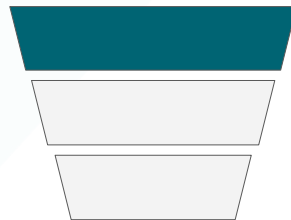
As the CRA moves closer to enforcement, much remains undecided, particularly how requirements will be interpreted and put into practice. ORC brings together a diverse global community of SMEs, foundations, and industry leaders to ensure implementation of the regulations are practical, balanced, and workable across different sectors. There's still time to shape how these regulations are applied and ORC is the place to do it.

# Marketing Program & Tactics

# Programs by Funnel Stage



# Aware



## **Press & Analyst Relations**

Smaller, more frequent stories and expert commentary, sustaining visibility year-round rather than through major announcements alone.

## **Unpacking the CRA Webinar Series**

Targeting OSS communities not engaged with ORC. Creates prospects.

## **More Community Voices**

Launch a community byline program that provides writing prompts, templates, and editorial support to help contributors publish about ORC's work.

## **On the Ground at Key Events**

Strengthen visibility and awareness through shared booths and sponsorships at flagship community events like FOSDEM, Embedded World, and OSXP. We will also have a contingency for small targets sponsorships.

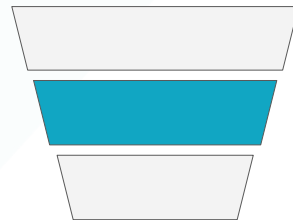
## **Uplevel the ORC Brand Personality**

Activating the mascot, brand voice, and visual identity consistently across digital channels, events, and content to differentiate ORC from other voices in the CRA space.

## **Targeted PPC Campaigns**

Pay-per-click campaigns to reach new and unaware audiences, as first-touch engagement with CRA content.

# Understand



## **CRA Training Promotion**

An integrated campaign to promote ORC's CRA training program that positions it as the go-to resource for organizations preparing for compliance.

## **Strategic Campaigns for CRA Deliverables**

Focused outreach for each CRA deliverable to connect the right stakeholders with the insights and tools.

## **CRA Mondays**

Continue the CRA Mondays series with practical insights and updates, keeping the community informed and reinforcing ORC's leadership in open source regulatory readiness.

## **ORC Monthly Blog**

Monthly roundup highlighting key developments, events, and deliverables to keep stakeholders informed.

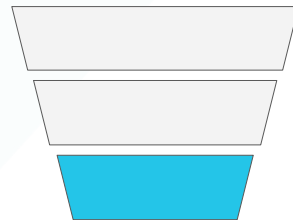
## **Community Speaker Support**

Scale up the 2025 speaker initiative to reach more events and audiences, providing materials and promotion for community members representing ORC.

## **Simplified Access to Resources**

Enhance the ORC website with direct, easy-to-navigate access to CRA deliverables and guidance materials, making it simpler for users to find and apply what they need.

# Contribute



## Deliverables and Task Force Blogs

Starting with blog posts at project launch to explain what we're doing and why, we will continue sharing progress updates and success stories to invite community contribution and engagement.

## Community Resources

Expand and promote the [Marketing Resources](#) hub with ready-to-share messaging, visuals, and materials to help members advocate for ORC.

## Key Community Events

Bringing the community together face to face three times a year (Code Compliance in January and the fall and OCC @ OCX) will focus collective effort on key work, strengthen relationships, and enhance ORC's reputation across the ecosystem.

## Membership Support

Support working group growth with updated sales support collateral (i.e. prospectuses) and create targeted outreach campaigns with a range of industries, geographies, and organisation types to create a well-represented membership base.

## Contributor Recognition Campaign

Celebrate active contributors with blog features, social highlights, and branded giveaways to encourage ongoing participation.

# Key Metrics

# Marketing Metrics

		As of Nov 2025	2026 Target
<b>Awareness</b>	Media mentions	13	20
	Social media followers (cross channel)	668	1000
<b>Understanding</b>	Website traffic (sessions/month)	175	275
	Backlinks to orcwg.org	766	1500
<b>Contributions</b>	Event Registrations	668	1000
	Contributors/project		Avg 20
	New Members	62 (5 strategic)	120 (12 strategic)



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**Thank you**