

Communicating FLOSS

Module 3:

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Communicating FLOSS

Session	Topic	Duration
1	FLOSS PR and Advocacy Strategies	1hr
2	Advocating FLOSS	1:45hrs
3	Online Advocacy tools	45min
4	Creating a FLOSS market and brand in Africa	1:45hrs



Objectives

- Understand core benefits of FLOSS migration
- for businesses and government
- Discuss importance of a coordinated
- FOSS marketing plan
- Appreciate significance of PR in raising
- public awareness
- Learn use of cost effective media campaigns



Communicating Floss

FLOSS PR and Advocacy Strategies

How organisation PR works?

Two traditional means are:

Media Relations:

“is the act of involving various media houses for the purposes of informing the public of organisation's mission, policies, products, services in a credible and Consistent”

Public Relations:

“is a practise of managing the flow of information between the organisation”

Public Relations - How to be Effective

- Which, who is your, public?
- How are you perceived?
- Why and who is responsible for the perception
- Define your PR strategy
- PR Tips

Implementing FLOSS Advocacy initiative

What is advocacy?

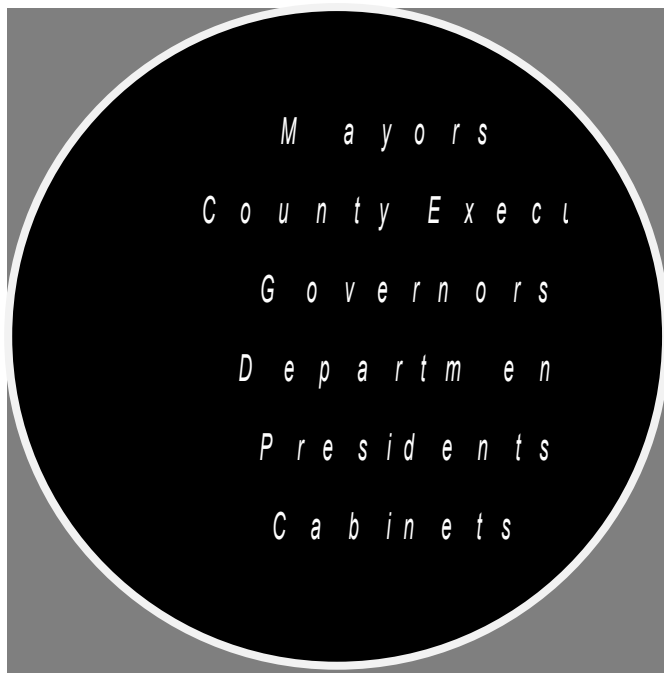
“Advocacy is the pursuit of influencing outcomes - including public-policy and resource allocation decisions within political, economic, and social systems and institutions - that directly affect people’s current lives”

Both PR and advocacy needs to take advantage of the current issues. FLOSS

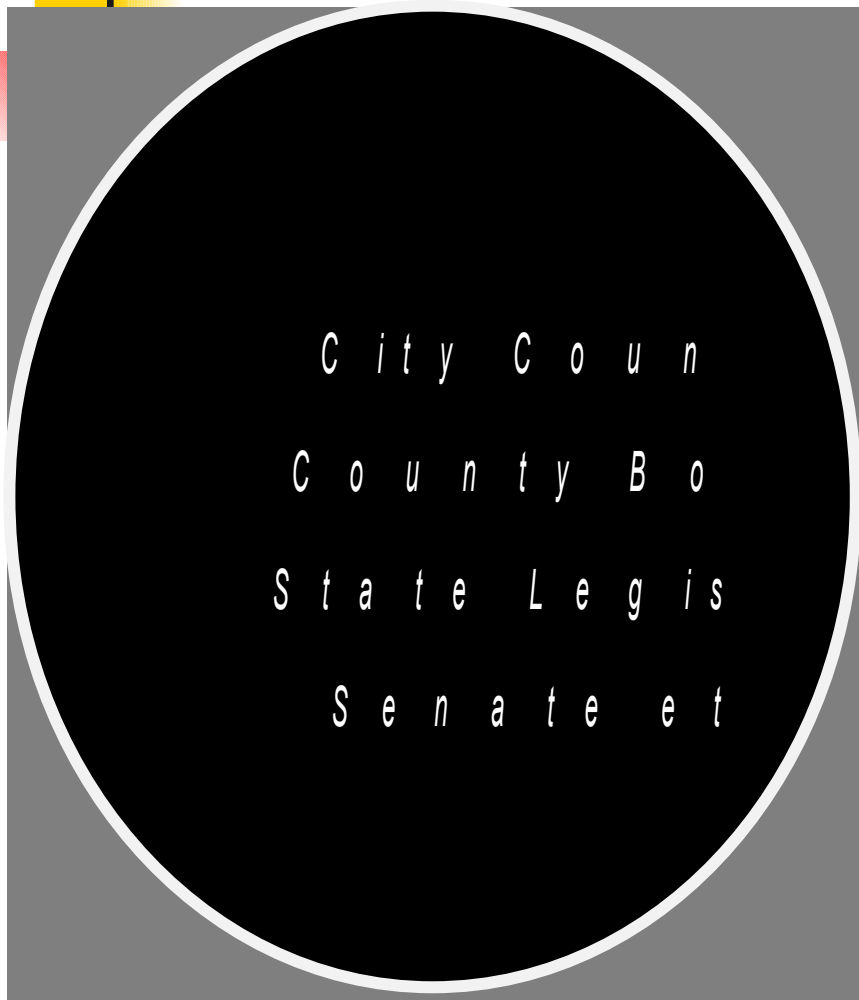


Advocacy Policy Interventions

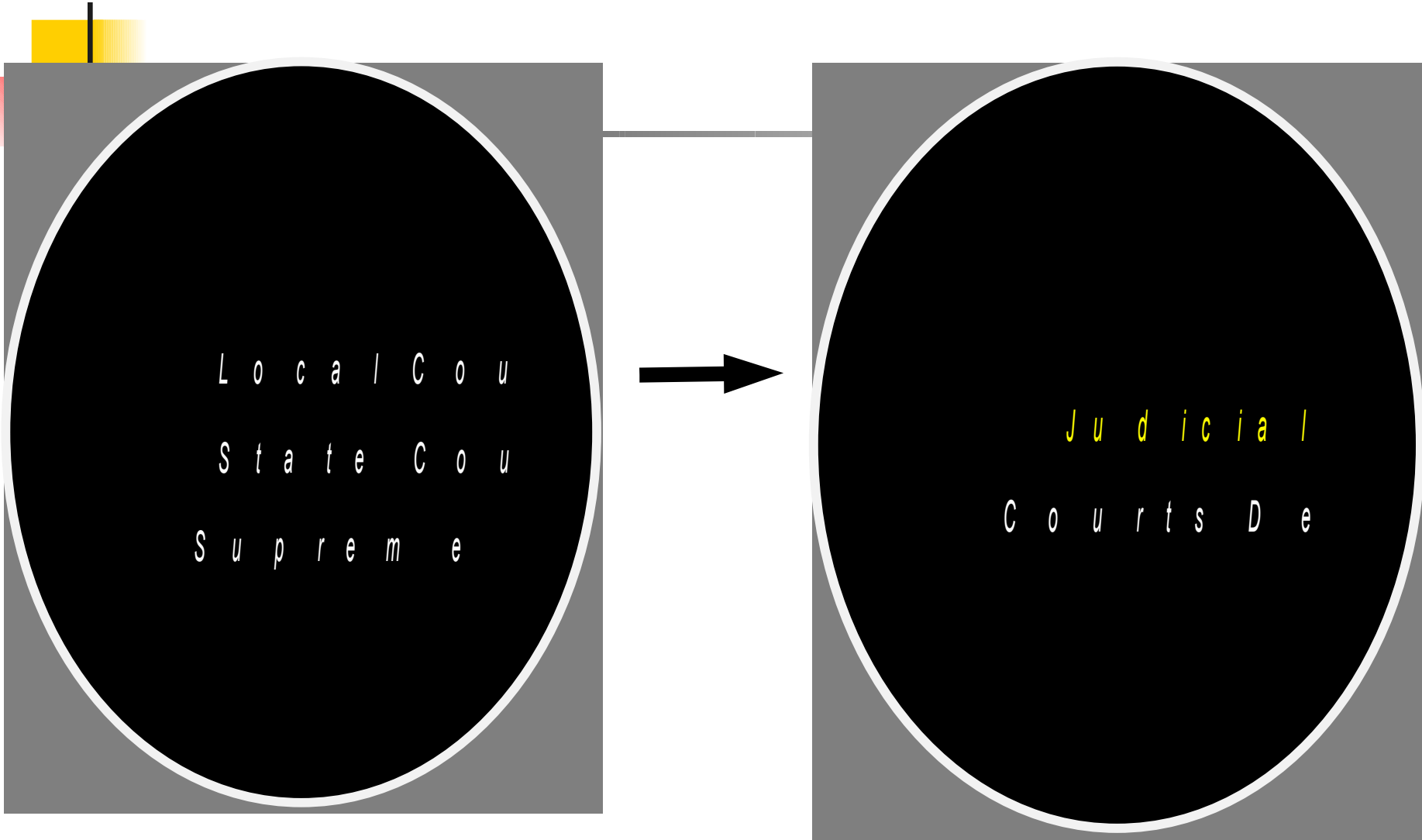
Policy points of
Intervention



Public Policy



Public Policy



Advocacy Strategies- key consideration



**The choice of media to use has to be
affordable to you and accessible to
your target audience**



Effective Advocacy Strategies 2

Community Media:

- mobile, television and radio stations community
- magazines & news papers works well for localized
- information find free slots to discuss issues on
- television and radio

Special Events and days

- Software Freedom Day
- Open Document Day
- National and International holidays

Other Effective Advocacy Strategies

ICT/Other conferences:

- opportunities to reach a wider audience
- build networks
- cost effective

Online facilities:

- cost effective
- reach a larger public – international /national
- Tools includes – blogs, twitter, facebook

Who and when to start your Advocacy?

**Organization advocating is known by
and has the respect of target
audiences.**



cont...

Organization has information and expertise that is relevant to the issue.



Cont..

Target audiences are potentially interested in the organization's opinion.



Cont..

Organization can legitimately speak on behalf of the constituency or group affected by issue



Cont..

Organization is not perceived to have an unfair political bias.



Where to start with your Advocacy

Best place to start is to look at;

- Challenges for FLOSS business; then consider opportunities
- Potential for achieving development goals
- International debate, policies/law
- Political mood
- Others.....



Message Delivery

- **Document the problem**
- **Know your facts well**
- **Use a credible person**



Your Audience

What you need to know

- What are they political interest
- What are their interest in terms of the issues
- How much information do they have
- What could they lose with your campaign
- Do they already have an opinion?
- What are their personal Interest
- What is they background

Getting more from your Advocacy efforts

- Effective advocacy is based on research
- Train a critical mass of like minded people
- All research finding made available
- Be present at relevant meeting and conferences
- All advocacy strategies must be documented and shared with other

Main factors to consider in advocacy

Think broader

Government is concern about protecting public interest.
addressing the following may attract government:

- National Security
- Developing Local Capacity
- Reduction of Imports and foreign exchange
- Avoidance of license fee and Piracy
- It could localised in a minimal cost
- Reduce total cost of ownership

Clarity of message

- focus on the functionality
- focus much on the openness than free



Advocacy Message

Developing and deliver message

- Know the targeted audience
- Message must be clear and compelling
- Message must be delivered effectively

What goes into and Advocacy Message?

- Advocacy message should be short and simple
- Give clear choice of action and consequence
- Should be appropriate to local context



Migration: Decision dilemma

Ask client whether applications used by employees depends on:

Third party application and plug-ins are only supported on proprietary platforms.

Has client developed an application based on proprietary platform

Whether client employees depends on the an advanced proprietary functions – eg. macros.

Advantages of adopting Migration

- **Cost effective**
 - license issues
- **Solutions are much more affordable**
 - Cost is low and solution is flexible



Exercise 3.1.1

Given that you are faced with the two options of promoting your business Advocacy and Public Relation. For each of the following options please write in the space provided the reasons for your choice.



Exercise 3.1.2

Please list as much as possible the various advocacy and public relation strategies that are used by organizations and institutions in your country.

Please note that it is not necessarily what you would like to use.



Developing Advocacy Tactics

Factor to Consider:

- Think of the message to send out
- Think of the language to use
- Time consideration
- Medium to use to convey the message
- Define your collaboration strategy

Networking for information



Internal networking

External networking

local and international, online friend, mailing list, forums, blogs, etc...



Why Human Network is important

“*Networking* is referred to the act of making and utilizing contacts”

Approach to building network:

- Get and share information
- Evaluate the values of the contact
- Form a strategic alliance
- Maintenance



Exercise 3.2.1

Working in small groups, identify an potential issue against FLOSS your country that may affect you and reduce your chances of successfully doing business in FLOSS. Briefly and concisely state what the issue are.



Exercise 3.2.2

Based on the issue identified in Exercise 3.2.1,

Identify existing status /policy/policies, regulations and advocacy strategies that can be used in your country to address them.



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Online Advocacy Tools



What is online advocacy?

“encompasses all techniques and strategies which take advantage of the internet infrastructure ”

Examples:

- E-advocacy
- Mailing list
- Forums
- Wikis
- Linux based OS for advocacy
- etc...



Components of Online advocacy tools

Databases

- Storing contact information
- Information about audience and supporters

Websites/Wikis and forums:

- Information presentation
- Information editing and updating

E-mail:

- Communication



Why people use online tools

- Platform to reach out to more people
- More audiences have moved online
- Provide an opportunity to interact with many
- Cost effective
- Less control by government authorities



Assignments

Assignment 1: Visit the websites for each of the case studies in **Module 2** and comment on how well they have presented their companies online.

- **Assignment 2:** Use the table below to provide a contact list which may be useful for operating a FLOSS business in your encounter
- **Assignment 3:** List as many (1) FLOSS organization, including Linux User Groups (LUGs) and (2) Companies in your country.



Communicating Floss

Creating FLOSS Market and brand in Africa



What is a Brand?

Definition:

“the proprietary value, emotional, rational cultural image that is associated with company or product”

Example:

- What do people say about you?
- What do you think when you hear **Google**?
- What do you think when you hear HP?
- What do you think when you hear Kenya?

..Value and satisfaction customers see in the product is the most important thing



Open Source and Branding

Types:

Individual brand:

“individual brand normally refer to as the skills and experience that an individual contributes to an open source project ”

Technically referred to as ***Attribution***

Software brand:

“an open source software can be branded based on the its popularity, ability to solve problem and its adoption in the business environment ”

Due to its usefulness the company supporting the project automatically become branded

About ict@innovation

The ict@innovation programme builds capacities in African small and medium ICT enterprises to make a business with Free and Open Source Software (FOSS).

ict@innovation aims to encourage the growth of African ICT industries, particularly in Southern and East Africa, through three main actions: spreading FOSS business models for enterprises in Africa, fostering FOSS certification and supporting innovative local FOSS applications for social and economic development. ict@innovation is a partnership of FOSSFA (Free Software and Open Source Foundation for Africa) and InWent – Capacity Building International (Germany). The programme focuses on Free and

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Country Groups Discussion 2

- Based on the issue identified in Discussion 1 above, identify existing statutes/policy/policies, regulations etc. in your individual countries which need to be reviewed, formulated or enacted.
- Discuss within the group the affected statutes, policy, regulations clearly identifying the weakness, omissions etc that need to be addressed
- At the end of the discussion, one member of the group must present the outcome of the group discussion in a class plenary session. Allow for discussion and comments.



Home work

Write a letter to your local parliamentarian clearly and concisely advocating for FLOSS. In your letter, make it clear what you are requesting the reader to do.