

Revision History

Version	Lead Author	Summary of Changes	Date
V 1.00	CT		19JULY06
V 4.00	CT		08SEP16
V 5.00	Christian Paterson	Initialized for Quick App Initiative	10/06/2021
V 6.00	Christian Paterson	Section 8 title change + text changes	11/05/2021
V 7.00	Christian Paterson	Updates following feedback from <u>potential</u> launch participants + OW2	19/05/2021
V8.00	Christian Paterson	Finance section 8.9 added (text taken from Section 2.3 and expanded).	19/05/2021
V9.40	Christian Paterson	Changes to section 7.1 (IPR), 8.1 (Steering Committee), 8.7 (Decision policy) and 8.9 (Finance).	03/06/2021

The status is draft until the Initiative is formally approved by the Association Board of Directors and signed by co-founders of the Initiative.

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1 General Information

1.1 Initiative Name

Initiative Name	Initiative Name
OW2 Quick App Initiative	QAI

The Initiative name must explicitly contain the term “Initiative” and the name of the Association in a descriptive manner (e.g. [Association Name] ESB Initiative). The short Initiative name is typically an acronym to be used for convenience and for technicalities (e.g.: namespace, URLs, etc)..

1.2 Initiative Point of Contact

First Name, Last Name	Christian, PATERSON
Organization	EU-SID CBG, Huawei Europe
Telephone	00 33 (0)6 70 03 03 47
E-mail address	christian.paterson.ext@huawei.com
Remarks	Christian Paterson is an external consultant assisting Huawei.

This is the person to whom the OW2 Management Office must write to contact the initiative. This contact point can be provisional it is specially useful at the onset of the initiative. It can be the person who leads charter writing.

1.3 Quick Description

This initiative will focus on Quick Apps, a new platform to build and interact using a new paradigm of light hybrid applications. These apps do not require installation and enable quick and easy access.

In no more than three lines, provide a quick description of the Initiative. This description is to be used in the general communication efforts of the Consortium. a one sentence description of the Initiative in plain English;

2 Initiative Purpose

2.1 Initiative Background

There exist several technologies for developing mobile device application experiences for end-users, and these can be broadly classed under 3 categories:

- Web Apps. Applications that run on web browsers, including the classic web applications, Progressive Web Applications (PWA) and other non-standard packaging formats such as kaiOS Apps and Fire OS Web Apps.
- Native Apps. Applications that run natively on operating systems. These can be developed using platform-specific SDKs, including the official SDKs, and cross-platform SDKs, enabling developers to release various versions for different operating systems using the same code.
- Hybrid Applications. Native applications that takes elements of the above types of apps, using specific system features and relying on an internal Web View engine to deliver content and interact with the user.

This initiative will focus on Quick Apps, a new platform to build and interact using a new paradigm of light hybrid applications. These apps do not require installation and enable quick and easy access.

In 2018, a group of ten Chinese device makers (Huawei, Gionee, Lenovo, Meizu, Nubia, OnePlus, Oppo, Vivo, Xiaomi, and ZTE) launched the Quick App Alliance, a forum to develop Quick Apps as a new platform of light applications for Android. The Quick App Alliance has developed technology, documentation, IDEs and tools for developers, albeit targeted at the Chinese market. The Quick App Alliance also provides

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support to companies and individuals that want to adopt this technology.

In 2019, some of the Quick App Alliance members, along with other light app vendors like Alibaba, Baidu, and Google, launched the World Wide Web Consortium (W3C) MiniApp Ecosystem Community Group, exploring a new homogeneous specification for this new paradigm of light applications. One year later, the W3C MiniApp Ecosystem Community Group proposed creating a working group to define the MiniApp Standard as a universal solution to develop light apps. In January 2021, the W3C MiniApp Working Group was created by consensus, with the support of the leading technology companies, including Apple, Google, Microsoft, Mozilla and the W3C staff.

Quick Apps is a concrete implementation of the abstract MiniApp Standard, allowing light applications in native environments for smart devices.

Describe here the origin of the initiative including how it came to be initiated and sponsored. This may include, if relevant, details of any related projects or programs and of members who drove the idea forward.

2.2 Opportunity

MiniApp technology is based on the front-end Web technology stack (i.e., CSS, JavaScript and Web APIs), yet offers advanced access to device features and supporting native rendering. Quick App is a way to develop, package and distribute MiniApp compliant applications across platforms, facilitating the process of development through advanced UI components and predefined native APIs (e.g., push notifications, network monitoring, Bluetooth, or camera) that enable developers to design and build usable, reliable and efficient applications rapidly.

Quick Apps are coded using HTML-like markup language, CSS and JavaScript.

When compared to a native Android app, and looking at equivalent functions, Quick Apps require 20% less lines of code – easier for the developer, lighter on download infrastructures, less impact on device storage. The conversion of HTML5 apps into Quick Apps is straightforward and can be done in a short time.

Equally, the process of updating and maintaining Quick Apps is more straightforward than for native apps. Developers may update Quick Apps and deliver new versions to the end-users in a transparent way.

Following the MiniApp Standard, Quick App supports multi-channel distribution, using deep links, marketplaces, web-links, and specific device assistants, maximizing discoverability and app exposure opportunities. Thus, this technology enables app providers to perform innovative marketing activities to promote their services and products.

This initiative will be driven by a multidisciplinary group of experts from different organizations and different countries. It will cover a wide range of industries and topics, fostering innovation and entrepreneurship, preserving core values such as sustainability, resilience, user privacy, and ethical use of the technology.

Objectives

The main objectives of the Quick App Initiative are the following:

- **Create an open community:** Any organization or individual may participate in the activities, and become a member of the initiative, according to participation rules (see Participation section);
- **Multi-stakeholder community:** Public and private organizations, academia, and individuals are invited to enrich the community ecosystem;
- **Vendor-neutral oriented:** The initiative will be focused on developing tools, documentation, training, use cases, code examples and awareness raising about Quick Apps as a technology from a vendor-neutral perspective. This regardless of any individual or collective business activities that may be performed by the participants within or without the scope of the initiative;
- **Not-for-profit association:** The Quick App Initiative is established as not-for-profit. However, members may be invited to (co)fund and (co)sponsor activities like events, materials, tools development and test-beds where appropriate;

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- Transparent and driven by group’s consensus: Resolutions of the group and the activities will be based on consensus under the principles of openness and transparency (see Decision Policy section);
- Topic-oriented work: Quick App Initiative participants may propose specific Working Groups or Task Forces to better enable focused collaboration around a specific need or objective. Any new action must be approved by the initiative’s Steering Committee and comply with OW2 policies;
- Open Source advocate: The initiative is committed to the Open Source paradigm, fostering the production and release of Free Libre and Open Source code (OSI or FSF approved license), open documentation and open data (Creative Commons).

The initiative may explore vertical applications where Quick Apps have the potential to be part of a solution, and transversal activities to further core technologies that apply across verticals, including (as appropriate) usability, accessibility, sustainability, privacy, security and ethical standards.

Participants

The Quick App Initiative is expected to have a wide variety of participants, opening the participation to any interested organization or individual, including, but not limited to:

- Any organization or individual regardless of geographic location;
- Operating system and device vendors that implement Quick App engines, marketplaces and other supporting tools for Quick Apps;
- Content and service providers interested in end-user interactions using Quick Apps;
- Marketing experts interested in the promotion of Quick Apps as a paradigm;
- Developers, including professionals, hobbyists and students, interested in Web and native app technologies;
- Public institutions, including municipalities, with specific needs such as accessible services for citizens and visitors;
- Research centers and academic institutions interested in innovation through agile technologies;
- Innovative entrepreneurs and SMEs.

All the participants in the Quick App Initiative agree to be bound by this charter and are required to follow the OW2 governing laws and policies, not least the OW2 Code of Conduct.

Initiative participants may contribute to any Task Force or Project created under the Quick App Initiative, and they have no obligation to commit resources. Still, only the active participants will be able to have a representative in the Steering Committee.

Outline here the business need that is addressed by the Initiative. State in specific terms what problem or issue experienced by customers this Initiative addresses. Provide a high-level statement of the business case for the initiative including the key expected benefit.

2.3 Alignment

The Quick App Initiative aims to be a neutral forum for advancing Quick Apps, as a concrete implementation of the W3C MiniApp Standard. The initiative’s activities will be driven by real-world challenges, developer needs and business opportunities that maximize the technology’s promotion and uptake.

The Quick App Initiative will be a place to foster awareness, develop documentation and use cases, collaborate on tooling and coordinate grassroots activities in support of a Quick App implementation of the W3C MiniApp Standard. It will enable the active collaboration of different stakeholders, from device vendors to app/content providers, within a neutral, Open Source based structure.

The initiative will embrace the ideals of Open Source transparency, meritocracy and respectful global

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collaboration.

To ensure the widest possible participation to the initiative and avoid “pay to play” scenarios, there is no obligation on any individual or organization to participate financially to the initiative, its Task Forces, Projects or activities.

Financial sponsorship of the initiative and/or significant provision of person time (developers, testers, UI experts, translators ...) and/or other resources will always be gladly received and publicly recognized by the initiative (unless instructed otherwise).

Briefly document the Consortium’s strategy, goals and objectives this Initiative will help address or fulfill and indicate which are the expected benefits for the participants (essentially the participants other than the Initiative lead).

3 Initiative Organization

3.1 Initiative Leadership

Organization	Justification
Huawei	Member of the W3C MiniApp standard working group and active promoter of Quick Apps

Give the names of the Organization(s) to lead, or co-lead, the Initiative. In case of co-leaders, highlight the complementarities between the organizations. Document the organizations expertise and business rationale.

3.2 Initiative Participants

Organization	Contribution and Benefits
FRVR	Successful games development company actively using Quick Apps as a means to distribute applications.
European Alliance for Technology Development (Alliance Tech)	Association that offers a co-creation framework for investors, entrepreneurs, private and public sector leaders, academia and R&D centers, developing uses cases.
RSI	A new foundation in the process of being launched out of Switzerland to promote sustainability. RSI is interested in leveraging Quick Apps to enable sustainability in domains such as apparel and footwear.
Santillana Group	Leading company that transformed education in Latin America and Spain through innovative platforms and digital content. Interested in exploring the Quick App paradigm as a new concept to deliver content to students.
CTIC	Research and innovation center working on smart territories, active aging and well-being, and industrial digital transformation, interested in exploring new Quick App use.
Famobi GmbH	Pioneer in the H5 gaming industry, using the newest cross-platform technology to bring native app-quality to the web. The company has been working with Quick Apps since 2019.

Give the names of the Organizations which will participate in the Initiative and document which will be there contribution and their expected benefits.

3.3 Initiative Prospective Participants

Organization	Contribution and Status
ITMO University	State university in Saint Petersburg interested in contributing with projects, ideas and new proofs of concepts.

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Give the names of the Organizations which participation which add competitive advantage to the Initiative. Document their current status and open source affiliation.

3.4 Initiative Management Lead

First Name, Last Name	Christian, PATERSON
Organization	Huawei Europe
Telephone	00 33 (0)6 70 03 03 47
E-mail address	christian.paterson.ext@huawei.com
Justification	Respected Open Source actor, previous OW2 board member.

Provide contact details and an overview of the Management Team Lead experience and qualification

3.5 Management Team members

First, Last Name	e-mail	Organization	Management team role
Martin, Alvarez Espinar	martinalvarez.espinar.ext@huawei.com	Huawei Europe	MiniApp W3C liaison + Quick App expert
Alejandro Montarroso	amontarroso@santillana.com	Santillana Group	Educational out-reach coordinator

Provide a list of the initial management team members and outline their role in the team.

4 Initiative Scope

4.1 OW2 Projects

OW2 Project	Justification
	No existing OW2 project foreseen to be involved in the initiative at this stage
Quick App Tooling	A project submission to the OW2 code base is envisaged.

List the OW2 projects or components participating in the Initiative. Project Name. Why it matters in the Initiative.

4.2 Non-OW2 Projects

Other Projects	Project Affiliation	Organization	Justification

Open source projects not hosted by the consortium may be used in the Initiative. List the projects participating to the Initiative which are not affiliated to OW2. Project name. Current affiliation. Organization leading the project. Why it matters in the Initiative.

4.3 Initiative Deliverable

The Quick App Initiative structures its activities in thematic Task Forces. Each Task Force may address horizontal topics such as outreach and promotion, but also vertical joint Projects. Project outputs depend on the specific requirements and needs of the Task Force and its participants.

Task Forces must be described in a specific space in the online workspace, which also can be used to store or link documents, software code, or other deliverables produced during the Task Force activities.

Examples of the expected outcomes are, but not limited to:

- New apps, including public and private services and products;

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- Technical documentation and reference materials for developers, including code samples, articles, and technical documents;
- Methodologies and practical recommendations for marketing and development;
- Best practices on usability and accessibility for specific audiences (e.g., general consumers, elderly, rural citizens, vehicle drivers, etc.);
- Samples and source code to enable third-parties to develop, implement and support Quick Apps;
- Networking opportunities for stakeholders;
- Technical documents with feedback to standardization bodies, including W3C and Quick App Alliance (i.e., new features, accessibility, multilingual, efficiency, etc.);
- Presentations for promotional and technical events;
- Press releases, position papers, and journal articles;

High-level description of what is to be delivered to the community as an output of this Initiative, including components, platform, reference implementation, demonstrators, services, expertise, etc. Deliverable defines all of the products and services delivered by a project, and identifies the limits of the project.

4.4 Standards

The World Wide Web Consortium (W3C) hosts the W3C MiniApps Working Group aiming at harmonizing the heterogeneous MiniApp ecosystem, including platforms like Alipay Mini Apps, Baidu Smart Programs, and Quick Apps. This working group develops specifications and recommendations for enabling interoperability among the different MiniApp platforms, maximizing the convergence of MiniApps and the World Wide Web, reducing the development costs and facilitating the adoption of this technology.

The Quick App Initiative will align with the standards defined by the W3C MiniApps Working.

Indicate here the relevant applicable standards which the Initiative align with.

5 Initiative Outlook

5.1 Timeline

Start: 01 June 2021

End: no end date

Potential start and finish dates of the Initiative.

5.2 Milestones

Event	Description
Formal acceptance of initiative creation and this charter by OW2	During the month of June 2021
Public launch	At OW2con'2021
White paper	Publication of a white paper explaining Quick Apps and the initiative. The aim is to time this with the initiative launch.
Start of 1 st Task Forces	The initiative will organize deliverables around Task Forces (work groups). It is aimed that <u>initial</u> Task Forces and their respective rapporteurs/animators will be setup before the summer recess.

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Indicate the expected timeline of some of the initiative's achievement: such as project submission to OW2, white paper, event, workshops, etc.

6 Constraints

6.1 Key Efforts

The main areas of perceived work are:

- Awareness raising within both developer and business communities.
- Exploration and enrichment of Quick App use cases.
- Creation of technical documentation adapted to western developers.
- Creation of support tools adapted to western developers.
- Coordination with the W3C MiniApp working group.

Identify the main areas of perceived workload or technical difficulty.

6.2 Known Risks

There are several identified risks:

- Quick Apps as both a technology and paradigm are not widely known outside of Asia.
- Little Quick App documentation exists in English.
- Tooling (include IDEs) is mainly in Chinese, or not vendor neutral.
- Currently only Xiaomi and Huawei have native Quick App support. Gaining traction with other vendors will be important.
- There exist other technologies that are similar (but not the same) as Quick Apps. Notably PWA.

List the main significant risks or uncertainties, both industrial and technical, that may positively or negatively affect the Initiative's outcome which have been identified to date.

7 IPR Policy

7.1 Business Rationale

The Quick App Initiative aims at facilitating the broadest distribution and use of its outcomes. Deliverables (documents, code) produced by the initiative should be licensed under the following:

- Software source code: Any OSI approved license (Apache 2.0 is the *preference*).
- Documentation: A creative commons license (CC-BY 4.0 is the *preference*)

During the process to create a new Task Force, the Task Force proposition should list the applicable licenses (there may be several) anticipated for its deliverables and describe briefly the rationale of their selection (see section 8.2). If the *target* list of licenses associated to a Task Force needs to be later modified, a request for change should be made to the Steering Committee for validation.

Such communication can be made through the initiative's GitLab collaboration space.

Public Quick App Initiative code and document repositories must contain an explicit LICENSE file with information about the license by default.

Neither the initiative, nor OW2, seek ownership of project related trademarks. These will remain the property of the relevant parties. In the event that a trademark is donated to the initiative, or the initiative seeks to create a trademark, this will be organized through OW2 in discussion with the Steering Committee

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and any other relevant party.

It is the responsibility of each participant to respect Third party IPR and copyright to the full extent of their knowledge and capacity. The initiative will not be held liable in any way for any copyright or IP infringement.

Each contributor will be requested to provide a signed Developer Certificate of Origin (DCO) prior to contribution into the initiative's code base.

Outline the business rationale which will preside over the choice of Licenses for the Initiative.

7.2 Licenses

Licenses	Justification

Provide a list of licenses to be included into the composite outcome of the Initiative.

7.3 Trademarks

The name "OW2 Quick App initiative" will remain a trademark of OW2. All other names will remain trademarks of their respective holders.

Indicate here if there are any trademark issues beyond applying the OW2 IPR policy.

8 Code of activity

8.1 Steering Committee

The Quick App Initiative Steering Committee is the governing body responsible for the strategic decisions of the initiative. The role of the Steering Committee covers activities such as:

- Decisions about the creation or ending of Task Forces.
- Decisions about the use of copyright licenses that deviate from the list described in section 7.
- Decisions about the collection and use of funding (cf. Section 8.9).
- Charter and policy enforcement, and dispute resolution.
- Update of this Charter and associated policies.
- Review of active/non-active participant status.
- Decisions to invite Distinguished Individuals to be part of the Steering Committee.
- Validation of press releases and white-papers.
- Coordination with the OW2 management office.

The Steering Committee will be composed of:

- Chairperson.
 - The Steering Committee will be chaired by one person from an "active" participating organization. This role is in addition to that organization's *Organization Representative*.
 - The chairperson is the initiative's *point of contact* for OW2. During the 1st year of the initiative, that person is identified in section 3.4 of this document.

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- The (re)selection of the chairperson will be made annually by Steering Committee vote (cf. Section 8.7).
- Organization Representatives.
 - Each “active” organization may appoint one person as a Steering Committee representative. Subsidiaries of any organization are not counted separately.
- Distinguished Individuals.
 - The Steering Committee may invite *Distinguished Individuals* to sit on the Steering Committee for 1 year. Such people shall be recognized experts in their field. For example, on Web Technologies, industrial policy, marketing, digital accessibility, etc.
- Task Force Representative.
 - Each active Task Force will appoint a coordinating representative who will sit on the Steering Committee. (Sub) Projects of any Task Force are not counted separately.

The *roles* of **Chairperson**, **Task Force Representative** and **Organization Representative** maybe filled by the same person. This does not change the total number of votes these *roles* are allocated.

Each Steering Committee member regardless of role, has the same rights and obligations. In the case of formal votes, each member has a single vote. There are 2 exceptions:

- The initiative chairperson has a 2nd vote in the case of tie-breaks.
- In the case of Task Force decisions, the implicated Task Force Representative has 2 votes.

The decision making process is described in Section 8.7.

No Steering Committee member will be compensated financially for Steering Committee participation.

8.2 Task Forces

Activities of the initiative (e.g., outreach and promotion, test-beds, standardization process, etc.) will be performed within specific Task Forces that have concrete objectives, scopes and timelines and deliverables.

All Task Forces must be submitted for prior validation and approval by the Steering Committee.

Participants of the Quick App Initiative may propose Task Forces to address specific needs. Task Forces are organizational structures that deliver concrete results within a set scope and/or time-frame. A Task Force often, but not always, encapsulates one or more Projects.

New proposals will be discussed during Steering Committee meetings. They will be submitted at least ten calendar days before the next Steering Committee meeting. Submission should be made using the initiative’s GitLab collaboration space where a Task Force Proposal Template will be made available.

Task Force proposals must include a brief description of scope, deliverables, anticipated participants, licenses and expected timeline. Once a Task Force is approved by the Steering Committee, this information will be made public.

A Task Force will always have a *coordinating representative* who must be part of the initiative having agreed to this charter. How this representative is selected is at the discretion of the Task Force and its participants, but the process must be fair, transparent and meritocratic.

The **Task Force Representative** will be part of the Initiative’s Steering Committee. He/She will have 1 vote for all Steering Committee decisions, except for those relating to his/her Task Force, in which case the representative will have 2 votes (see section 8.1).

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8.3 Initiative Projects

Initiative Projects represent key outputs of the initiative. An Initiative Project is not an OW2 project, however, an Initiative Project, can be submitted, when ready, to the OW2 code base as an OW2 project.

An Initiative Project may deliver code and/or documentation. Project outputs are always delivered under an appropriate F/LOSS license (and/or Creative Commons).

A Project may have contributors and participants that are not part of the initiative.

A Project will always have a *coordinating representative* who must be part of the initiative having agreed to this charter. How this representative is selected is at the discretion of the Project and its participants, but the process must be fair, transparent and meritocratic. This coordinating representative shall ensure that the initiative and OW2 policies are respected.

8.4 Active/No-Active Standing

Involvement and allocation of resources into the initiative are optional, and the interests of the participant organizations (or individuals) will determine this.

Only those participants with the status of “Active Standing” may appoint a Steering Committee representative.

Companies may be assigned either with Active or Non-Active Standing. **All participants will have Active Standing by default.**

Once a year, the Steering Committee will review and establish either Active or Non-Active Standing status. A participant organization will be considered “Active Standing” if:

- Its representative takes part in at least three Steering Committee meetings per year, and
- It has at least one representative contributing actively to at least one Task Force and/or Project.

8.5 Coordination

The Steering Committee will make decisions, such as creating new Task Forces, by group consensus.

8.5.1 Steering Committee Meetings

The Steering Committee holds periodic meetings that are scheduled four weeks in advance. The Chairperson is responsible for collecting the discussion topics, sharing the final agenda and a reminder of the meeting (at least one day before the appointment), drafting minutes, noting quorum votes.

Extraordinary coordination meetings may be made based on participants’ requests.

8.5.2 Task Force Meetings

Task Forces may propose their calendar of meetings and organize the work according to their needs and expectations. Most of meetings will focus on discussing particular needs and will be conducted on an as-needed basis.

Task Force Representatives will be responsible for scheduling the meetings, conducting them, delivering notes, and the main action points after the discussion.

8.6 Communication

Participation to the Quick App Initiative is not subject to non-disclosure agreement (NDA).

Minutes will be produced after any official meeting (Steering Committee, Task Forces, and Projects), reflecting key points, issues and actions raised during the session.

To increase openness of discussion, meetings will generally be conducted using the Chatham House Rule. The following provisions are made:

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- Meeting participants will be listed in the minutes.
- Where appropriate, attribution of a statement or action can be made when agreed by meeting participants.
- Where appropriate, different rules may be proposed and adopted before any meeting starts.

(Chatham House Rule means that any meeting participant is free to use information from the discussion but nothing should be done to identify, either explicitly or implicitly, who said what.)

To ensure correctness, draft minutes will be shared only with meeting participants. Once draft minutes are agreed by consensus (no formal objections are shown) they will be made available to all initiative participants.

Information about the different Task Forces (including details about deliverables, status, participants and outcomes) will be made available on the public website.

As mentioned in Section 8.9 of this charter, matters relating to finance spending will be made public.

The group will use a participant-only mailing list.

8.7 Decision Policy

The Quick App Initiative will seek to make decisions through consensus. Typically, the chairperson or any participant makes an initial proposal, which is then reviewed and refined. Consensus emerges when there are no strong rejections against the proposal.

8.7.1 Consensus

Any resolution taken in a face-to-face meeting or teleconference will be considered provisional to afford asynchronous decisions and organizational deliberation.

A call for consensus will be issued for all resolutions (via email, GitHub issue, or web-based survey), with a response period of at least one week. If no objections are raised by the end of the response period, the resolution will be considered to have reached a consensus as to the resolution of the concrete issue.

8.7.2 Formal Votes

In the case the group does not achieve consensus, or in certain cases listed below, the chairperson may call for a formal vote and record the decision along with any objections.

Formal votes may only take place when Quorum is achieved as defined by OW2 Bylaws (section III.16¹). That is to say, 30% of voting members are present.

The following decision mechanism will be applied:

- Unanimity:
 - Charter related.
- Qualified majority (72% of votes):
 - Finance related.
 - Warning or eviction of a participant in relation to repeated or serious violations of code of conduct or other.
- Simple majority:
 - Any other action not listed above, for example:
 - Public promotion (content, website, flyers, social media).
 - Task force creation/change/closure, including license validation.

¹https://www.ow2.org/download/Membership_Joining/Legal_Resources/OW2-BylawsVERSION2017.pdf?rev=1.3

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- New chairperson selection.
- Changes to an organization’s membership standing (cf. Section 8.4)

8.8 Public Visibility

The initiative aims to foster and grow public visibility of the Quick App technology through a variety of channels such as events, sponsorship, press-releases, white-papers, articles and social media.

The initiative is Open Source and as such participants are always public knowledge.

Organizations that become part of the initiative agree that their name and logo may be used in public materials when cited with others as a participant. That is to say, not singled-out. Typically this would be within the members section of general promotional materials such as: a web site associated to the initiative, flyers for events, conference displays, etc.

Press-releases must always be validated by any named parties prior to release. If a mutually agreed text is not achieved, the concerned party must be removed from the text.

Presentations slides for events (conferences, webinars, hackathons, seminars, etc.) may mention organizations or individuals if they play a lead role in a Project or Task Force that is pertinent to the presentation. Where naming is in “print” the utmost effort will be made to synchronize with the named parties in order to ensure alignment on messaging in respect to the named party and the Project or Task Force being mentioned.

8.9 Collaborative Financing

At the discretion of the Initiative Steering Committee (and under OW2 oversight), the initiative may coordinate fund raising in order to:

- Provide resources to Initiative projects (co-funding).
- Organize or sponsor events, competitions and awards.
- Develop Initiative marketing materials and carry out Initiative communication actions.
- Provide bursaries or grants through independent organizations such as Start-Up Hubs, Competitively Poles and education establishments.
- Co-finance expert assistance and necessary resourcing to the Initiative itself (PMO, out-reach “ambassador(s)”...).
- Organize and support (within reason) local non-profit Quick App developer “clubs”.

Equally, initiative participants and/or interested other parties may at any time voluntarily provide funding into the Initiative’s fund pool.

The use of funds, the decision to co-fund actions, and the choice of projects or actions that will receive funding, will be made only by the Steering Committee under OW2 oversight.

By default all donations will be publicly acknowledged unless a donating organization expressly decides otherwise for a given donation.

All funding actions (spend) will always be made public.

Any and all funds will be managed uniquely through the OW2 management office. This includes reception and payment of funds.

In the event of closure/dissolution of the initiative, any and all remaining funds will revert to OW2 for use at its sole discretion.

No participant (individual or organization) will be held responsible in any way for fund management. Legal and fiduciary oversight of finances and funding will be the sole responsibility of OW2.

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Last Revised by: Christian PatersonChristian PATERSON	Date: Jun 4, 2021	Page: 14 / 14