



OW2 initiative handbook

1. Abstract

This document summarizes what is an OW2 initiative and the steps to set up a new initiative. It provides definitions, details the initiative life cycle, its resources and governance.

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2. Definition and purpose

2.1. OW2 initiative

Initiatives are, along with projects and local chapters, one of the three types of activities which can be launched by OW2 Members.

As per Section II.2 b) of the OW2 Bylaws, “an Initiative is a collaborative activity undertaken to promote a set of technologies from the Association and bring them to the mainstream market. Initiatives shall be used by the Association to make open source middleware widely used in targeted sectors of activity.”

2.2. Initiative purpose

An OW2 initiative aims to widen the ecosystem around the OW2 open source code base. It is a joint effort by companies targeting the same market needs. Initiatives are a way to promote the OW2 code base. As they are driven by OW2 members, initiative aim at enhancing their market visibility and at creating business opportunities.

While projects are technology driven, initiatives are essentially market-driven; they aim at facilitating market outreach by participants, and at creating business opportunities for them. An initiative is a dedicated ecosystems organized around participants, their technologies and their market connections.

2.3. Initiative Charters

The initiative Charter is the official OW2 document outlining the intent of the initiative. It also covers the conditions under which it will operate: its mandates, its functions and its basic governance rules.

2.4. OW2 initiative participants

An OW2 initiative is open to different types of contributors, called participants. Participants include OW2 members and non OW2 members, assuming they can provide resources and/or skills useful for the initiative outcomes or for the OW2 open source code base.



3. OW2 initiative lifecycle

3.1. The proposal

You must register with OW2 to submit an initiative. Only OW2 members may submit and lead an initiative. A strategic member is recommended to lead the initiative. During this initial step a rough version of the Charter, must be provided to the OW2 Management Office (MO) at this stage it is called the **initiative Proposal**. This document describes the motivations to create a new OW2 initiative, the market needs, the technical scope and a suggested management team.

Based on this proposal, the OW2 MO will work with the proposed initiative leads to develop the initiative's Charter.

3.2. The Charter development

During this step, the OW2 MO and the proposed initiative leads collaborate to produce a written OW2 initiative Charter. This document describes the initiative general information (name, contact points, description), the purpose of the initiative, its organization (leadership, participants), the scope (OW2 and non-OW2 projects involved, expected deliverables, open standards), an outlook (timeline, milestones), key constraints (efforts and risks), and IPR policy (business rationale, licenses). After several iterations, the OW2 initiative Charter is submitted by MO to the **OW2 Board for approval**.

3.3. The incubation status

Once approved by the OW2 Board, the OW2 initiative enters in its **incubation phase**. During this step, the management team is identified, with at least one OW2 strategic member to lead the initiative. The initiative participants are recruited.

A **Press Release** announcing the OW2 Initiative Official Launch is being prepared, incl. the leader name and contact, the initial list of participants and projects. The first initiative projects can be presented to the OW2 Technology Council.

Online **collaboration tools** are being configured, workshops and remote meetings are being organized to schedule the official initiative launch meeting. The initiative's web page is being developed.

3.4. The operational status

During the official initiative **launch meeting**, the OW2 member leading the initiative presents the initiative objectives, its name and logo, the finalized Charter. Then, initial participants can present their ongoing projects. This meeting, along with the Initiative Launch Press Release, endorses the new initiative in its operational phase. Therefore, the communication and technical activities planned by the initiative participants can start, with several examples provided in the section 3. The central contact



point for an initiative in operational status is comprised of its **web pages**, a dedicated section on the main OW2 website.

3.5. Dissolution

The OW2 Board may dissolve an initiative when it is inactive and without any hope of its immediate revival, or when such a decision is in the best interest of OW2.

3.6. Quick steps to set up an initiative

The following table summarizes the four steps to submit and build an OW2 initiative.




	1-Proposal	2-Charter	3-Incubation	4-Operations
 Document	Initiative Proposal	Initiative Charter	OW2 Board-approved Charter	Initiative Web pages
 Deliverables	Motivations to create a new OW2 initiative, Market needs, Technical scope, Suggested management team.	Initiative written Charter proposal, Proofreading and Initiative founder validation, Final Charter submitted to OW2 Board.	Initiative collaboration tools customized, Workshops and remote meetings organized, Initiative web page created, Press Release announcing the OW2 Initiative Official Launch prepared.	Press Release posted on OW2 and participant websites, and sent to relevant media, Leader name, Initiative logo, Final Charter, Participant list and Project list posted on the Initiative webpage.
 Team involved	OW2 member(s) + OW2 MO collaboration	OW2 MO/Initiative participant collaboration + OW2 Board vote	OW2 MO/Initiative participant collaboration	OW2 MO/Initiative participant collaboration

Table 1: Four simple steps to submit and build an OW2 initiative

3.7. Getting started

1. Contact OW2 Management Office that will send you the initiative handbook and a synthetic presentation in order to start your initiative. The OW2 MO team will help you create your initiative proposal and will guide you during the successive steps described in this document.



2. Gather members in your area who are interested in starting an initiative. This is the core team that will help you prepare the proposal. At least one OW2 strategic member is required to lead the initiative.
3. Write the initiative proposal describing the motivations to create a new OW2 initiative, the market needs, the technical scope and a suggested management team. Submit your proposal to the OW2 MO who will check its compliance, then transmit it to the OW2 Board of Directors for a vote.
4. Set up initiative website and collaborative tools. Contact the OW2 webmaster for support.

4. Governance and operational relationships with OW2

4.1. The initiative management team

The initiative participants are represented by an initiative management team and lead by one OW2 strategic member. The initiative leader is coordinating the execution of the initiative activity plan.

4.2. Interactions with OW2

OW2 MO maintains contact with all initiatives by:

- assisting initiatives, as required, through the MO internal complementary skills
- facilitating relationships between participants who may be interested in getting involved

The Initiative leader reports to OW2 MO and maintains contact with OW2 by:

- providing a brief annual activity report
- sharing meeting minutes after each initiative meeting, including actions done and scheduled actions

4.3. OW2 initiative operations

An initiative will conduct a number of activities during its operational phase. This section provides a non-limitative list of communication and technical activities.

Examples of communication activities

- Market awareness efforts
- Use cases and success stories
- Best practices and user experience guides
- Business white papers
- New collaborative project call opportunities



- Participation to conferences and trade shows
- Contributors, contributions and cooperation opportunities with benefits to the OW2 code base

Examples of technical activities

- Integration between projects
- Platform or high-value added components
- Technical White Papers
- Hands-on workshops
- Proof of concept, demonstrators

4.4. OW2 initiative constraints

Initiatives are expected to reflect the highest standards of quality and integrity in its operations. In particular, an Initiative shall:

- operate under local rules and procedures that are consistent with the OW2 governing bylaws, and operational policies and procedures of OW2 and all applicable laws, rules and regulations. Prior to adoption, any significant variations from the initiative proposal must be submitted to the OW2 MO and cleared through the Board of Directors if necessary;
- not commit OW2 to any financial or other commitment without a prior OW2 MO approval ;
- systematically use the OW2 guidelines and ask for an OW2 MO approval to display or print the OW2 name and logo, including in factsheets, brochures, posters and other initiative materials.
- display or print the OW2 name and logo alongside the name of the initiative (ex: OW2 OSAi)
- make any documents produced by the initiative available under a Creative Commons license
- make any software produced in the framework of the initiative available under an open source license.

4.5. Initiative budgeting

An initiative is expected to operate independently with resources provided by the participants.

Resources allocated to initiatives are provided by the participants, they can be in-kind or financial.

Resources allocated to initiatives by participants include generally travel and representation costs such as attending events, speaking at conferences, etc.. Whether they are OW2 members or not, all initiatives participants are to bear their own costs and expenses in connection with their participation in the initiative.

OW2's contribution to initiative consists in providing the collaborative infrastructure. Resource allocated to initiatives by OW2 are based on the initiative's activity plan: they may include in-kind resources such as provision of compute resources from OW2's technical infrastructure, support from



the Management Office to take part in an event or organise workshops, they may also include financial resources such as paying for printed material or contributing to a booth at an industry event.

OW2 budget follows general principles inspired by those of public finances including the principle of “Universality”: revenue and expenses are strictly separated, while resources are provided by members dues and project subsidies, expenses are centrally coordinated the Management Office according the budget approved by the board of directors; as per this principle, no activity, including initiatives has its own separate budget.