

Opensource lobbying, tips from the trenches

From one angry e-mail to writing
national policy on opensource



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House rules:

- Please leave dogs and nuclear weapons at the door
- Unless you are a doctor on call or a secret agent who may have to save Berlin switch your phone, xDA or robot to mute **NOW**
- This presentation is Creative Commons licensed. Use, share & do good deeds
- 50+ slides in 45 minutes, questions at the end please ;-)



Gendo, choice in IT

What?

IT strategy & policy, migration-strategies, vendor-unlocking, migration-strategies, technology roadmaps, technology-impact analysis, scenario-planning

For whom?

Achmea, Allianz, AT computing, Business School Netherlands, Deloitte, Delta Lloyd, EU IDABC, city of Amsterdam, city of Groningen, Council for Higher Education, Depts for Economic Affairs, Dutch Lower House, Health Management Forum, HIGPA, IBM, ING bank, InterAcces IT, Interpharm, Kumpany, Llink Media, London Insurance, Medifire, Menzis, National Institute for IT in Healthcare, Numerando, Nyenrode University, Pfizer Pharmaceuticals, PinkRoccade IT, Purac Biochem, Rabobank, city of Rotterdam, Samson engineering, Saxion College, Silvo foods, Shell, Stork Aerospace, Strukton, TPG Post, Unilever

Where?

Amsterdam, Leiden, Gent, Brussels, London



About the M-word



1. Some their products may suck, but that is not relevant
2. Our rights to live our lives without being forced to buy their (or any one else's) products is relevant
3. They are a symptom, government lack of policy is the disease
4. They are very visible and broadly used, that makes for clear examples

Fahrplan

1. **Why; opensource and open standards in government-IT**
2. Small beginnings; the importance of a trigger-event
3. Moving up; from the digital barricades to playing in parliament
4. Having an impact; creating actual policy
5. Wrap-up & questions



The Downing street memo

From: Matthew Rycroft

Date: 23 July 2002

S 195 /02

cc: Defence Secretary, Foreign Secretary, Attorney-General, Sir Richard Wilson, John Scarlett, Francis Richards, CDS, C, Jonathan Powell, Sally Morgan, Alastair Campbell

C reported on his recent talks in Washington. There was a perceptible shift in attitude. Military action was now seen as inevitable. Bush wanted to remove Saddam, through military action, justified by the conjunction of terrorism and WMD. But the intelligence and facts were being fixed around the policy. The NSC had no patience with the UN route, and no enthusiasm for publishing material on the Iraqi regime's record. There was little discussion in Washington of the aftermath after military action.

BY:



How do we know this?

- Not because of transparent governments
- Nor our TV and newspapers
- We know this because of 'new media'
- Only possible through **Free/Opensource Software** and **Open Standards**



Achieving a just foreign policy based on cooperation, law, and diplomacy

LEARN MORE GET INVOLVED BLOG NEWSROOM ABOUT US DONATE HOME



Iraqi Deaths Due to U.S. Invasion

1,130,689

Sign the Petition to Congress

[Deutsch](#)

[Português](#)

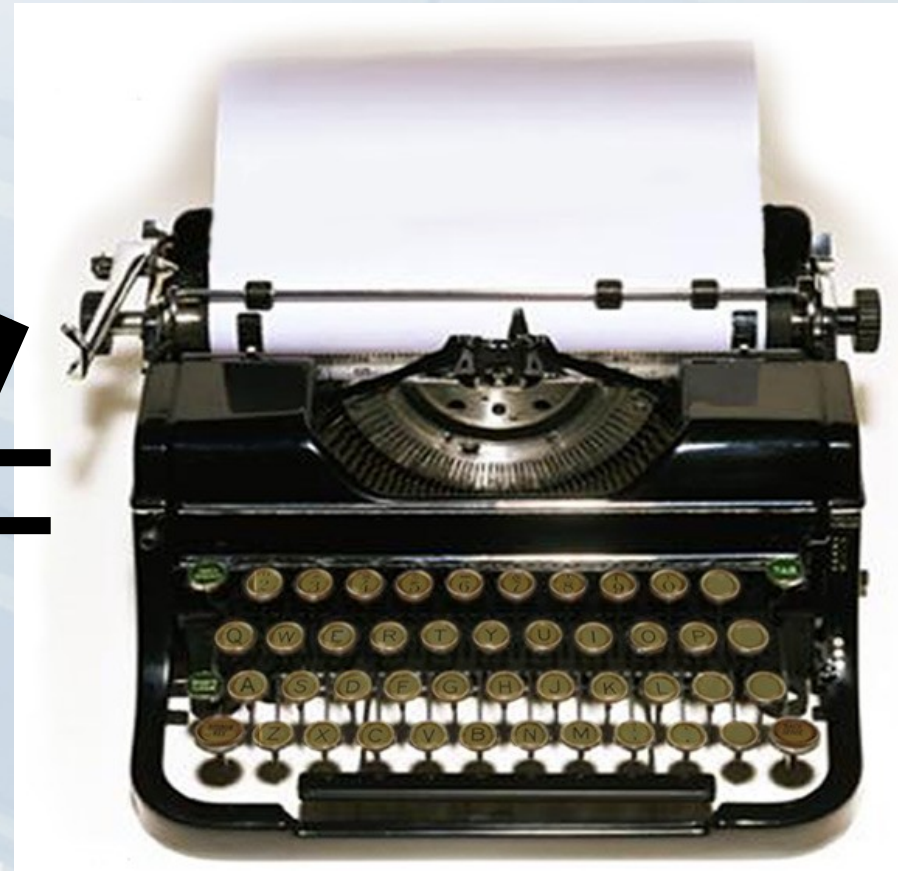
[Français](#)

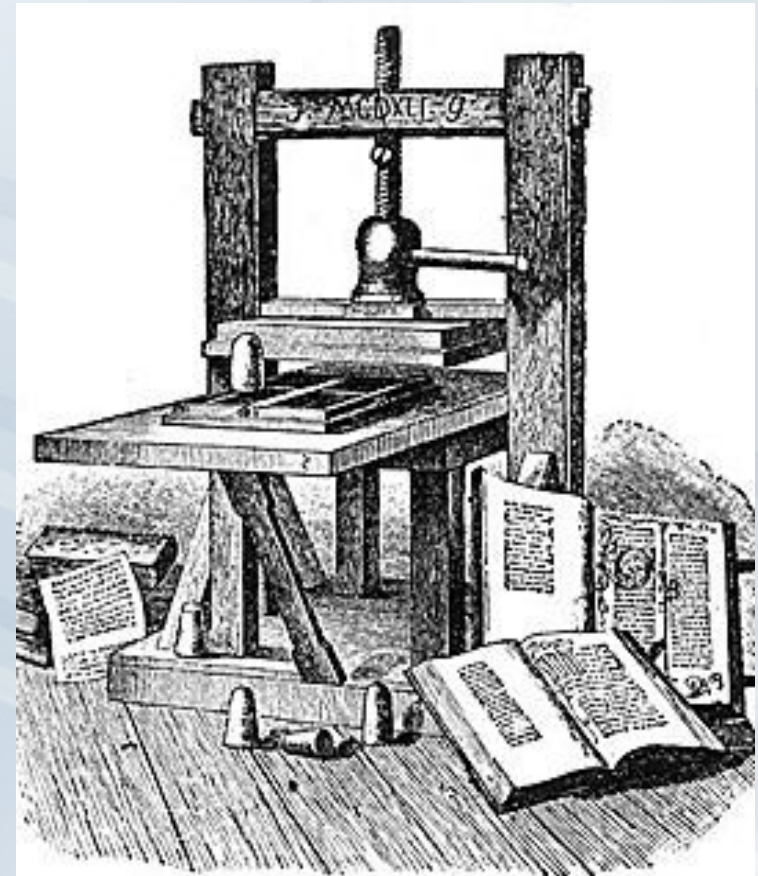
IN THIS SECTION

[Iraqi Death Estimator Home](#)

[Support this Campaign with a Donation](#)

[Take Action to End Iraq War](#)





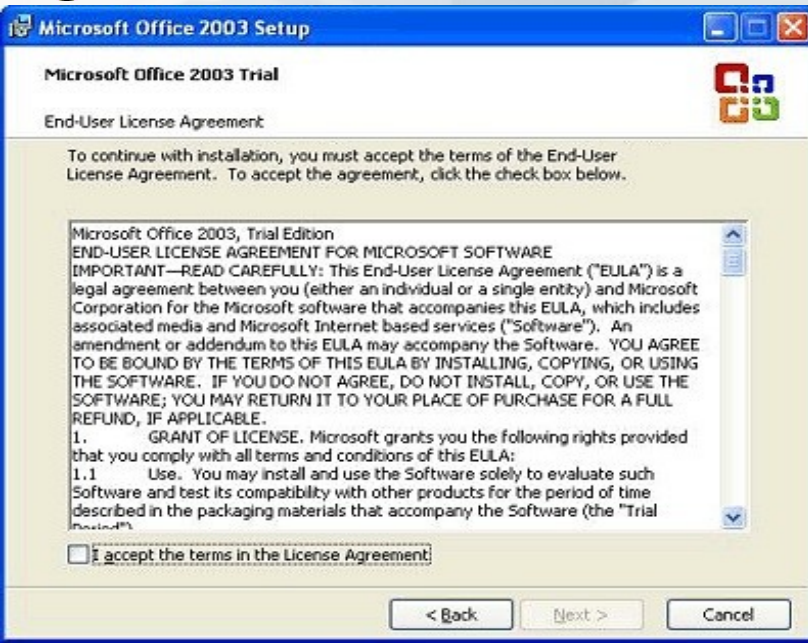
IT is the new printing press

- What use is freedom of the press if all the presses are centrally owned by private interests?
- In other media 30% is considered a 'dangerous concentration'



"You may not use the Software in connection with any site that disparages Microsoft, MSN, MSNBC, Expedia, or their products or services"

- *Microsoft Frontpage 2002
End User License Agreement*



Other reasons

- Accessibility to all
- Transparency of processes
- State Independence from corporations
- Preservation of digital data
- National sovereignty
- No state support for vendors
- Security through diversity
- Local knowledge creation
- Support for local economy
- Open market
- Lower cost



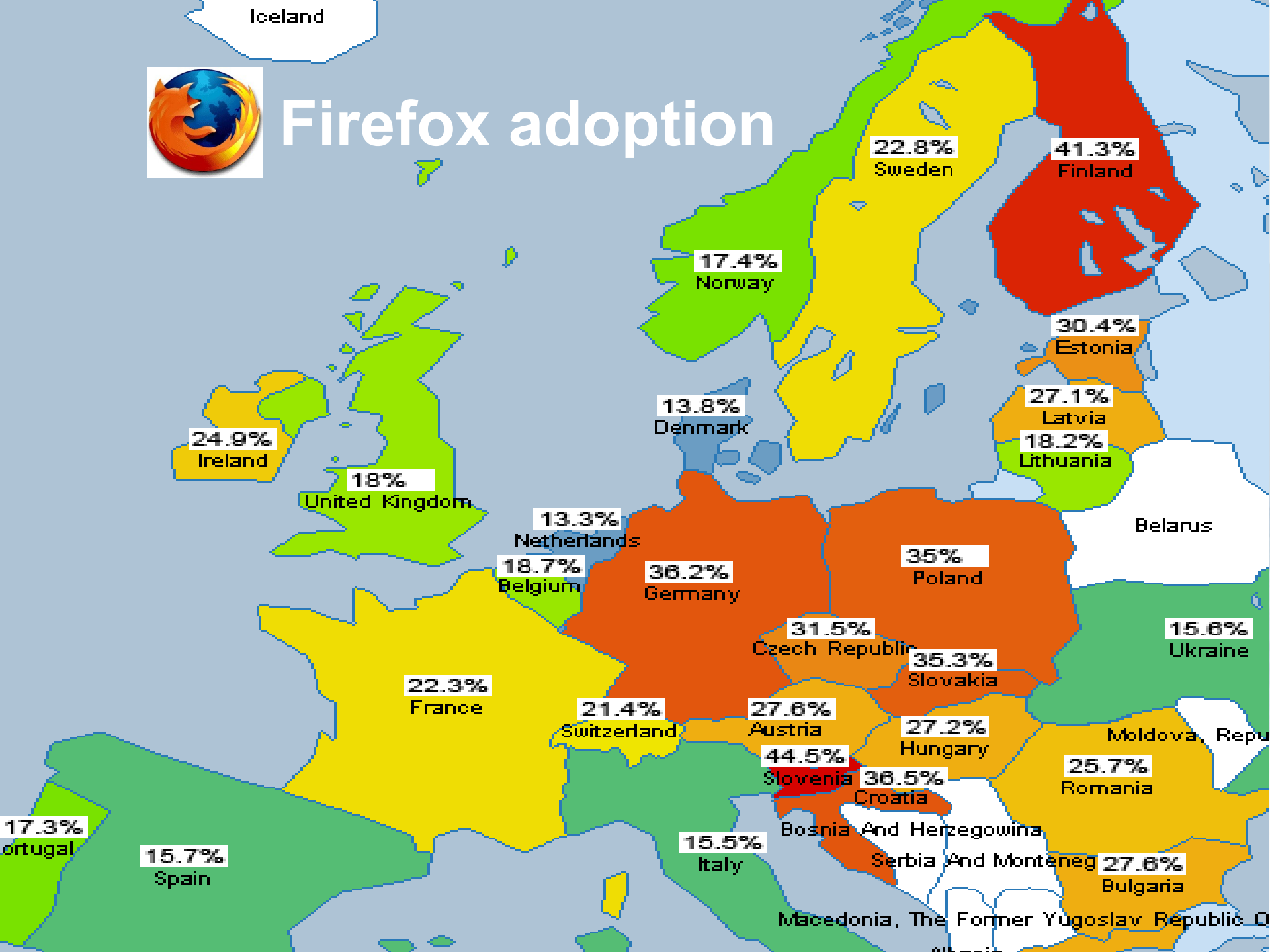
Fahrplan

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Firefox adoption





Over deze site

Deze site werkt optimaal met Internet Explorer versie 4.0 en hoger. Indien u gebruik maakt van een lagere versie van Internet Explorer en/of Netscape Navigator, kunt u hieronder de nieuwste versie van Internet Explorer downloaden.

Internet Explorer

Daarnaast is deze site optimaal bruikbaar met een schermresolutie van minimaal 800x600 pixels.

Op diverse plaatsen in deze site wordt verwezen naar PDF-files. Om deze te kunnen lezen dient uw computer te zijn uitgerust met minimaal Adobe Acrobat 4.0. Indien u hier niet over beschikt, bieden wij u de mogelijkheid deze te downloaden via het Adobe-icoon, welke leidt naar de Adobe-site.

Sites van derden welke gebruik maken van een deep-link naar de NS-site of bijvoorbeeld de Planner Plus, kunnen veelal gebruik blijven maken van hetzelfde adres. Indien er bijvoorbeeld een locatie, vertrek- of aankomststation wordt meegegeven, dan dient u er rekening mee te houden dat deze link moet worden aangepast. Mocht dit niet lukken, dan staat NS (middels de Webmaster) u altijd graag terzijde met hulp en/of adviezen.

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Dutch parliament unanimously:

"[...] supply side of software market is extremely concentrated [...] changing vendor involves high cost of transition [...]; asks the cabinet to undertake **maximum efforts** to improve this situation;"

Source: motion Vendrik – 19th nov 2002

Helping your MPs help you

- Green party MPs do not usually get unanimous motions passed. You just became someone they will listen too
- MPs need to stand out in their party to advance, help them do this
- Tailor your talking points to the political preference of the party you are trying to convince



What works where politically?

Lower cost

Social inclusion

Open markets

Local business

Transparency

(National Security?)

Vendor neutrality

Greens

Labour

VVD

PVV

Socialist Party

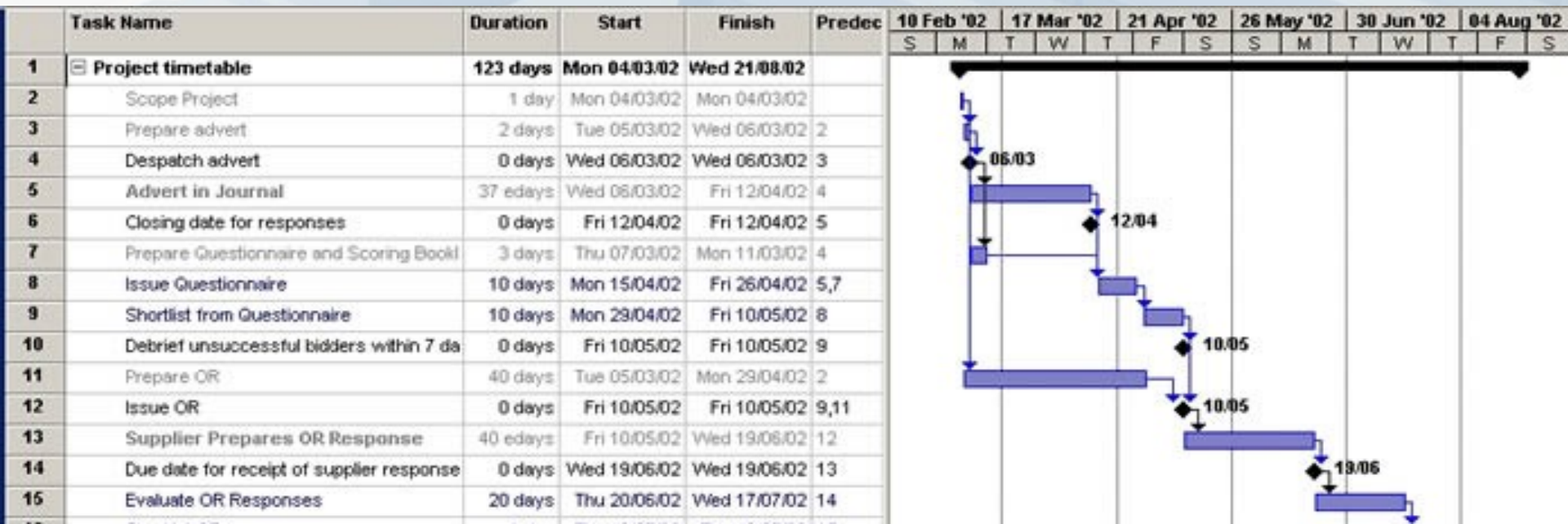
Christian Dems (?)

LPF

This is the current *Dutch* political reality, your mileage may vary

The government messed up

- In 2004 the government attempted to procure desktop software for € 150 M
- ... without following EU-procurement procedures
- ... or talking to more than one vendor



Breaking news & contract

- A civil servant leaks info on Dec 10th 2004
- The next day news sites carried the story
- On Dec 14th our questions were asked in parliament
- By Dec 17th the contract was off the table



Dutch Gov't Doubles Back On Open-Source Goals

Posted by [timothy](#) on Sun December 12, 13:12
from the [oversight-overseeing](#) dept.

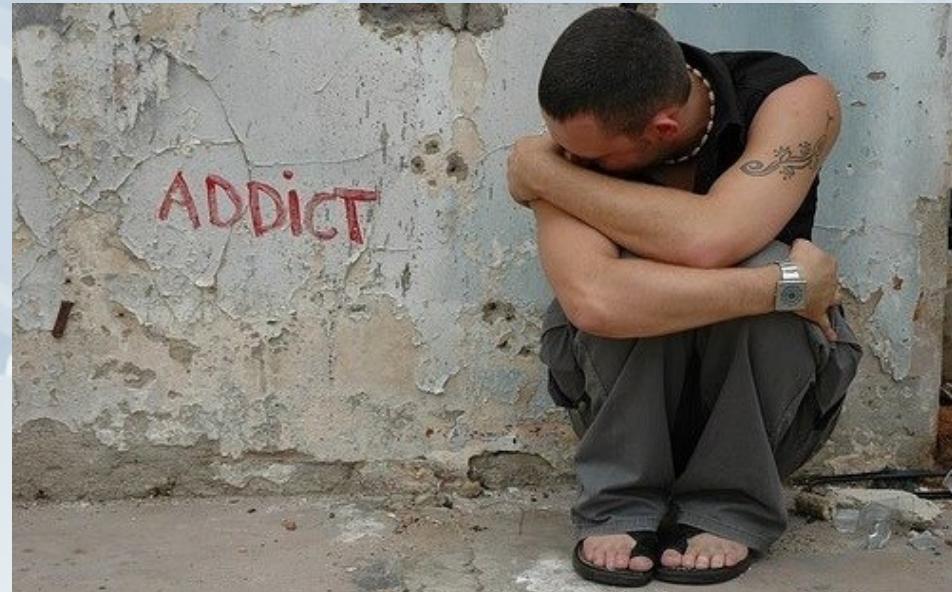
An anonymous reader writes

"Despite a 2002 unanimous vote by the Dutch parliament to prefer open standards and open source, exclusive negotiations with Microsoft were started. MPs have started asking questions already, but will add some more now that a Dutch journalist discovered that the deal will cripple the open source ambitions. The deal not only covers desktop software, but lets Microsoft deliver server software and support as well. MPs are outraged, and the EU may investigate why no mandatory public bid was started. In an open letter to the government, public organizations and open source companies like Novell raise hell. How can you ever fight bureaucrats?"



Gov admits: we have a problem

- On Dec 30th 2004 the cabinet admits it is addicted to proprietary software
- ... that this is a problem
- ... and the adoption of open standards and the use of opensource software is the solution
- Words like 'vendor-lock' and 'monopolists' are mentioned





Municipality of Groningen

- 5-year enterprise contract renewal?
- Conclusion: new versions not *required*, they do not add any relevant functionality
- 1.5 million Euro budgeted ***not*** spent
- Use half to develop migration scenario
- Re-evaluate in 2010
- Money in the bank + 4 new jobs

Province of Groningen

An aerial photograph of a coastal region, likely in the Netherlands. The image shows a large body of water on the left, with a long, narrow landmass extending into it. The landmass is covered in a mix of green vegetation and brownish areas, possibly fields or marshes. The water is a dark green color. The overall scene is a natural landscape with some human-made structures visible on the land.

“There is no support for Opensource”

“OpenOffice, open standards, local
knowledge economy, interoperability,
transparency of processes”

Province of Groningen

An aerial photograph of a coastal region, likely in the Netherlands. The image shows a mix of green water, brownish land, and some small islands or peninsulas. The text is overlaid on this background.

“There is no support for Opensource”

**4 people speak for 4 minutes
each to the provincial council**

“OpenOffice, open standards, local
knowledge economy, interoperability,
transparency of processes”

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Helping your minister shine

- Political power is mostly about avoiding embarrassments and scoring points in the media
- Prevent the embarrassments
- Facilitate the scoring



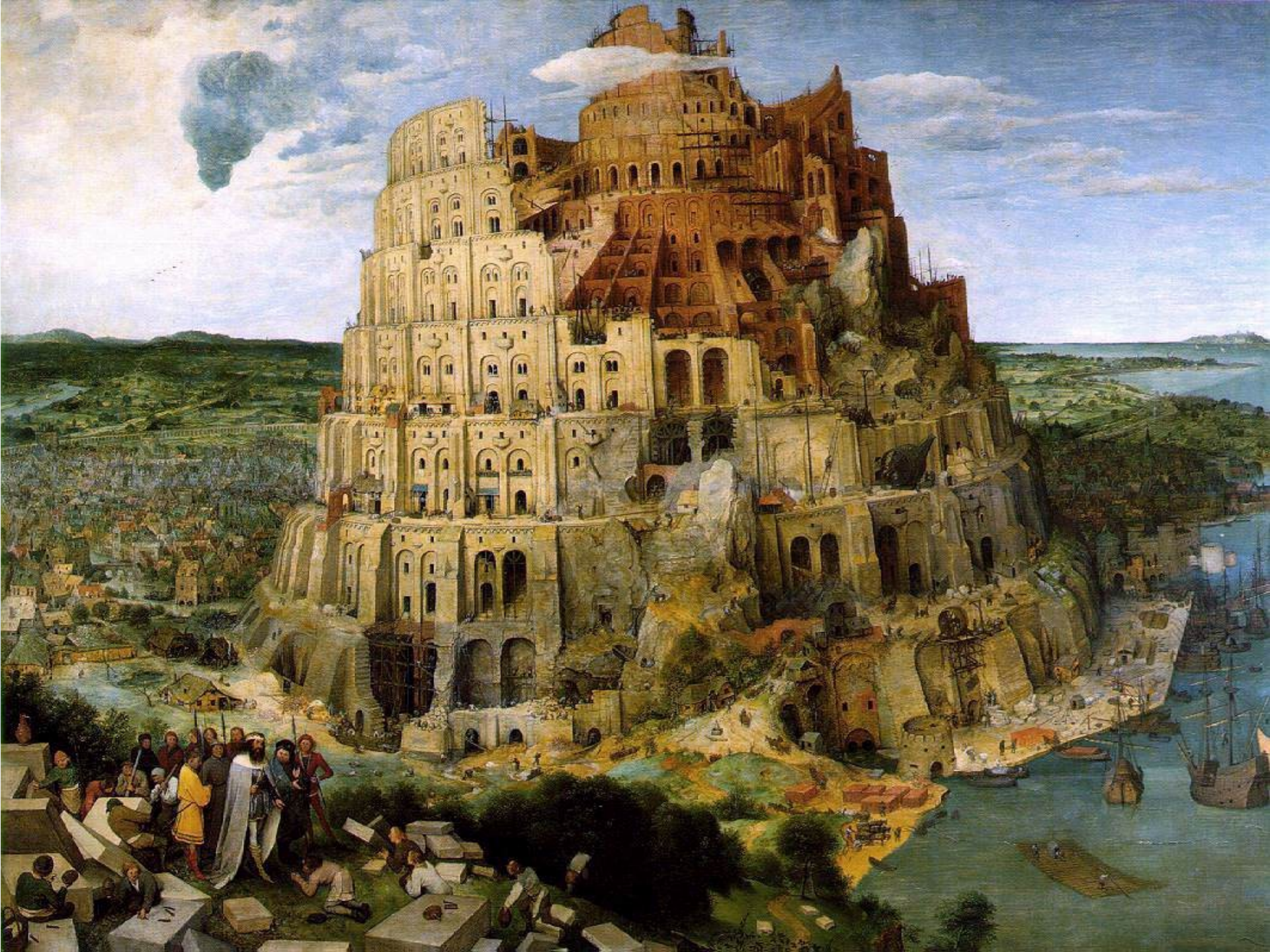
Into the halls of power

- It takes time to set up a meeting, be overprepared to use every second
- Meetings may be cut short, get the essential message across fast
- Make it attractive to do something rather than nothing
- Dense info OK, these are smart people

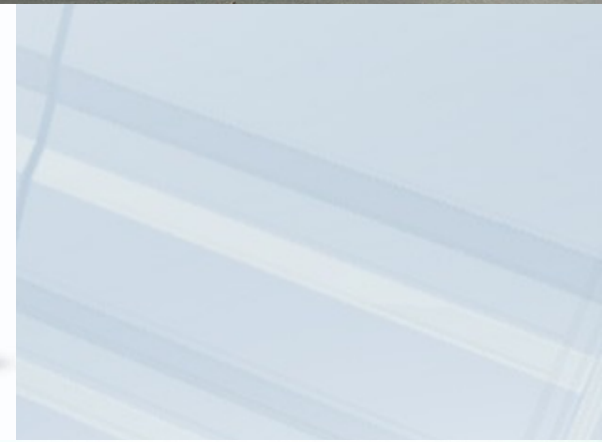
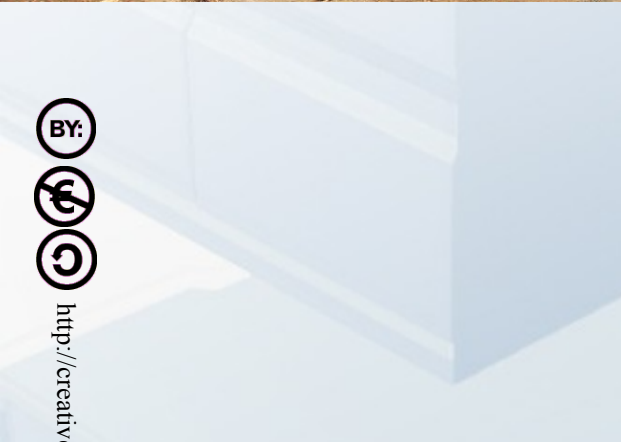
Into the halls of power

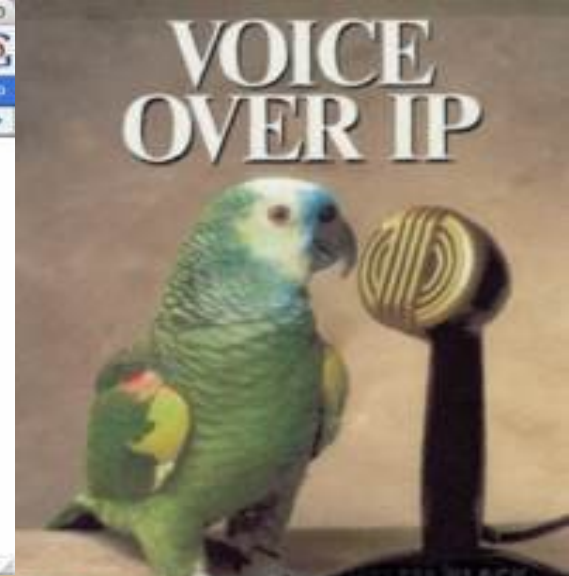
- Prepare an extended information package for the staff (more is better)
- Have lots of time afterwards to continue talking with the staff. Take them out for drinks, build trust.
- Pretty pictures can be helpful





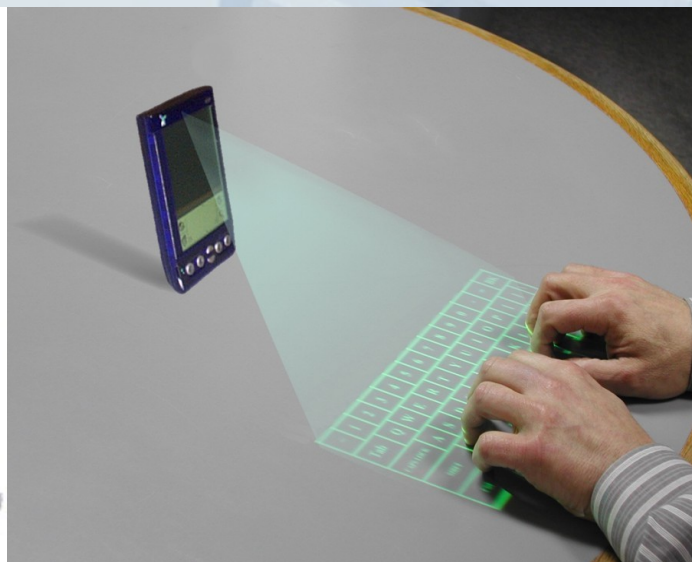






DNS, TCP/IP, HTML

BY:
http://c



Services

Open standards

Devices & software

- # Hello World!

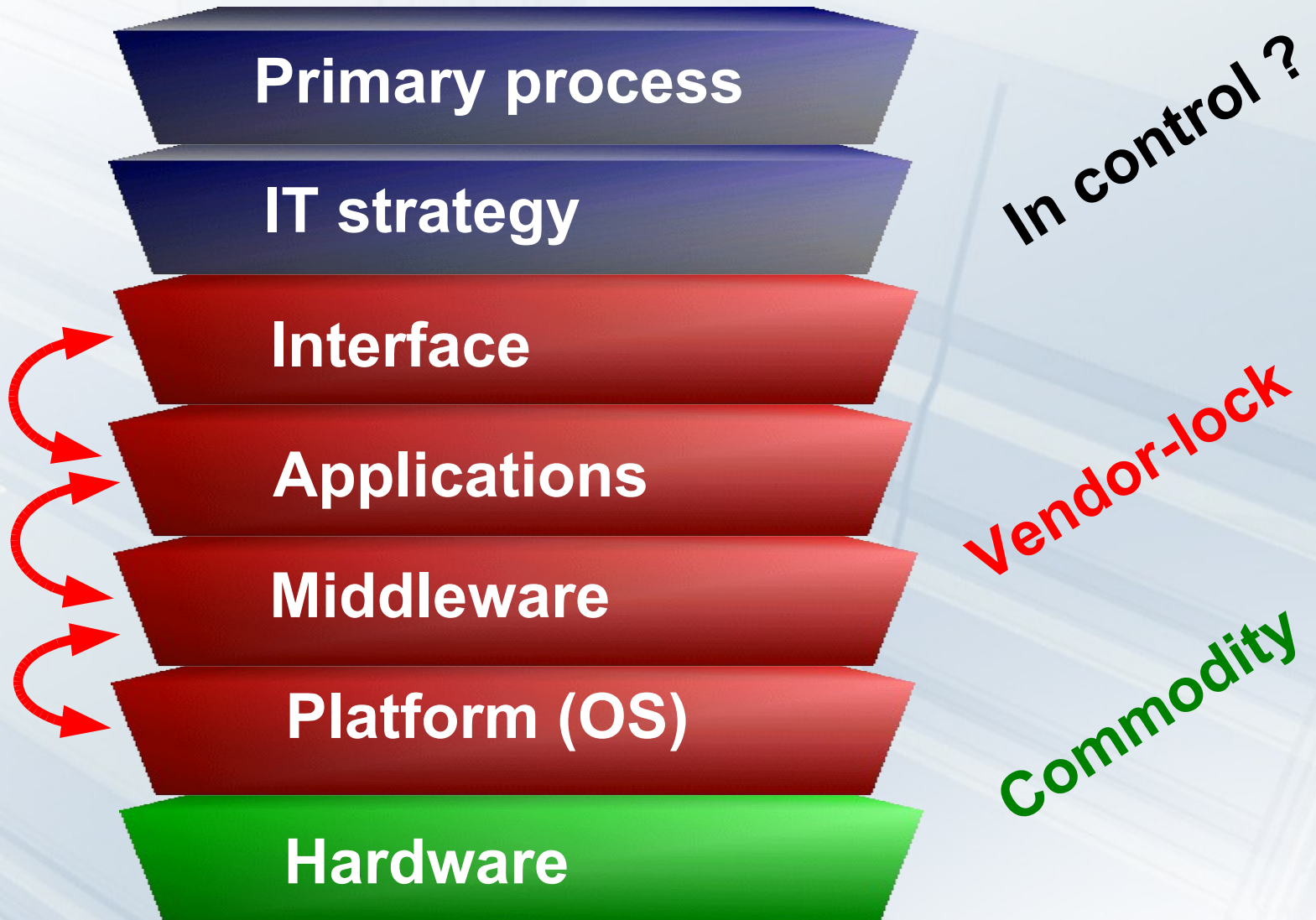


```
int main () {  
    printf ("Hello World!\n");  
}
```

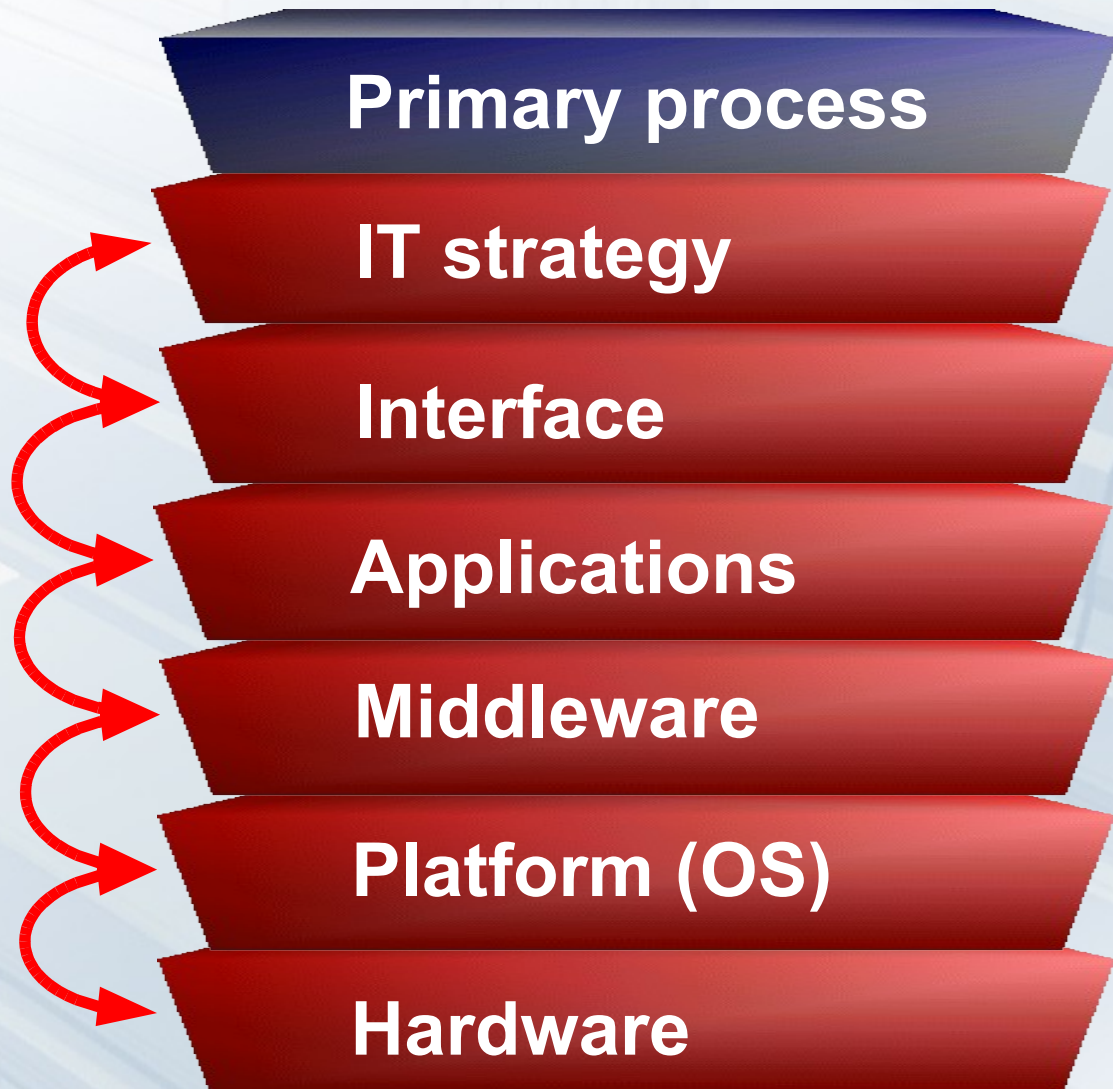
compiler

[illegible]

Today ...



Tomorrow ...?



In control ?

Vendor-lock

In control

Commodity

Primary process

IT strategy

Interface

Applications

Middleware

Platform (OS)

Hardware

It's not all one thing



- It may be useful to separate open standards and open source as political items
- Open standards are easy to get on the agenda
- Separating the two opens doors that would otherwise remain shut
- In open standards-based space open source software can play on a level playingfield



open source





Language:



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What is ODF?

Open Document Format (ODF) is an OASIS/ISO-standardised, vendor neutral file format that enables cross-platform collaboration between people and many different types of applications - from Office suites to server software. ODF is mature, future-proof and clean - as well as very versatile and user friendly. It provides a drop-in replacement for historically more troublesome proprietary file formats such as .doc, .wpd, .xls and .rtf. An increasing number of governments - such as the Netherlands, Belgium, Norway, Brazil and Denmark - are moving away from such single vendor-based file formats and have started using this international open standard. Be part of the revolution and [join OpenDoc Society](#).

About OpenDoc Society

OpenDoc Society brings together individuals and organisations with a stake or interest in the openness and future of documents to learn from each other and share knowledge - about core technologies, available tools, policy issues, transition strategies, legal aspects and of course the latest innovations. Whether you are a developer, publisher, decision maker, educator, vendor, IT manager, academic, writer, archivist or just an involved citizen - OpenDocSociety.org brings you together with interesting like-minded people to learn from and cooperate with. OpenDoc Society is supported by a [large number of organisations](#).

The initiative for OpenDoc Society was taken by a number of individuals from various sectors of society, including science, education and research, software vendors, open source communities, arts and government. We are open to new countries and organisations to join. OpenDoc Society wants to build local

Calendar



[Kickoff OpenDoc Society in Flanders](#)
(14 November 2007)



Workshop Accessibility and ODF
(28 november)



Presentation OpenDoc Society book "ODF solutions"
(11 december)

[Read more...](#)

New Dutch IT-policy goals



- Improving interoperability in the public sector
- Lowering dependence on vendors
- Improving the functioning of IT-markets and thereby supporting Dutch knowledge-economy

The Netherlands in Open Connection

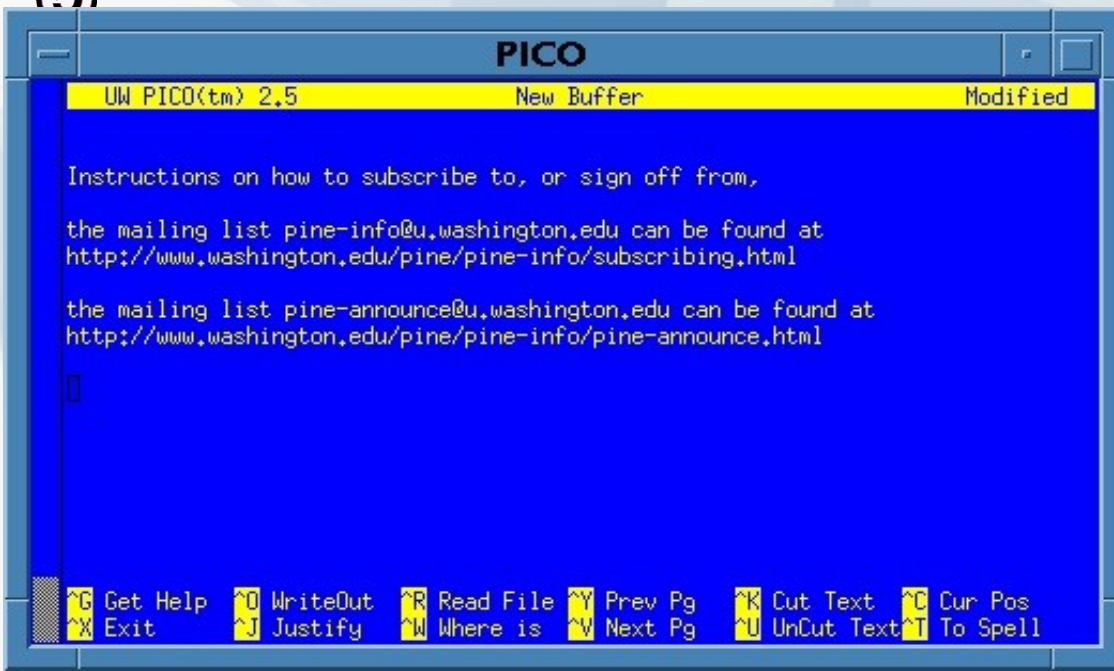
An action plan for the use of Open Standards and Open Source Software in the public and semi-public sector

New Dutch IT-policy, **facts**

- ODF (ISO/IEC 26300) mandatory '08
- Internal use ODF mandatory end '09
- Rest of public sector 12 months later
- Open standards in general where possible
- No sanctions on non-compliance until '09
- Equivalent opensource software preferred
- Budget for promotion, education and pilots
- Study separate hard/software pricing
- Antitrust authority asked to investigate

New Dutch IT-policy, **FUD**

- Plan makes opensource mandatory
- Plan forbids specific products
- Plan forbids specific standards



The screenshot shows a terminal window titled "PICO". The status bar at the top indicates "UW PICO(tm) 2.5", "New Buffer", and "Modified". The main text area contains instructions on how to subscribe to or sign off from mailing lists. The bottom status bar displays various keyboard shortcuts for navigation and editing.

```
UW PICO(tm) 2.5      New Buffer      Modified

Instructions on how to subscribe to, or sign off from,
the mailing list pine-info@u.washington.edu can be found at
http://www.washington.edu/pine/pine-info/subscribing.html

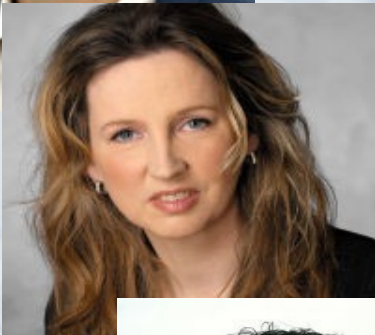
the mailing list pine-announce@u.washington.edu can be found at
http://www.washington.edu/pine/pine-info/pine-announce.html

^G Get Help  ^O WriteOut  ^R Read File  ^Y Prev Pg  ^K Cut Text   ^C Cur Pos
^X Exit      ^J Justify   ^W Where is   ^V Next Pg  ^U UnCut Text ^T To Spell
```



D-day; final parliament debate

- On Dec 12th the new policy must be approved by parliament
- Intense lobbying by Microsoft and business partners
- We write briefings for our MP's
- ... and the minister
- We add additional proposals to move the debate away from the core-policy
- ... we wait ...
- and listen to the MP's and minister reading our mails to each other ...



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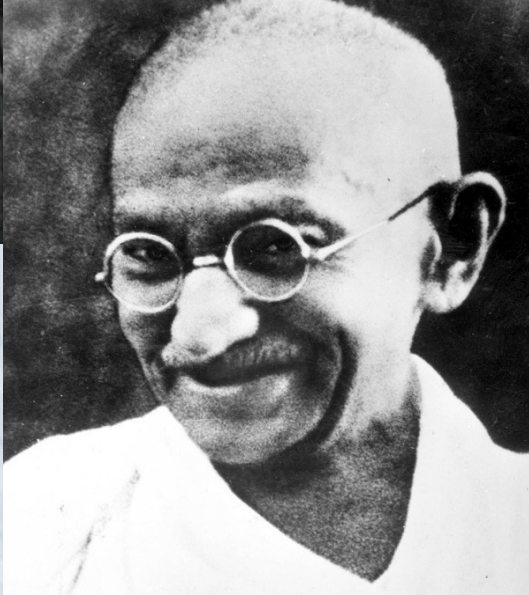


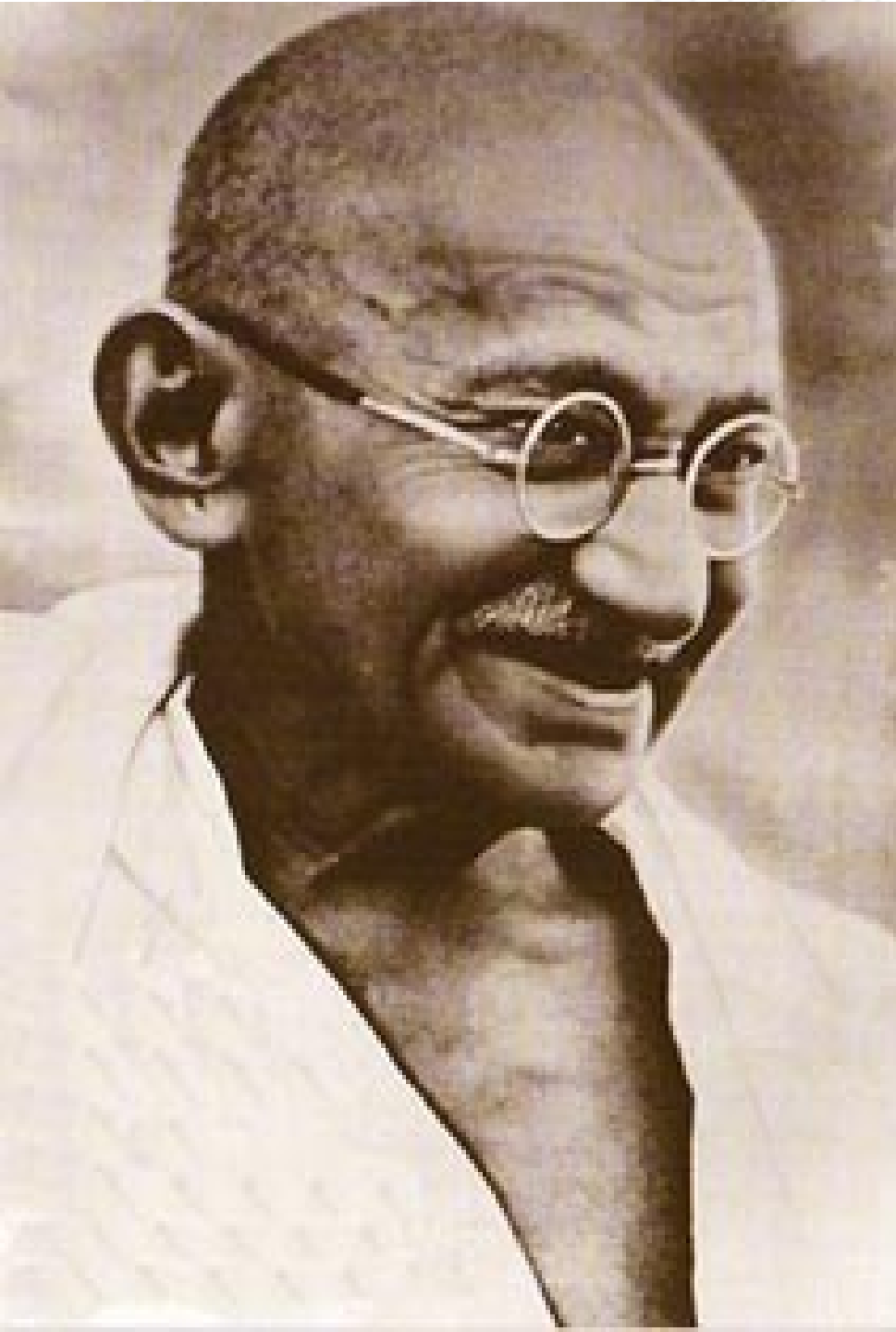


Who will do it?



Extremists ...



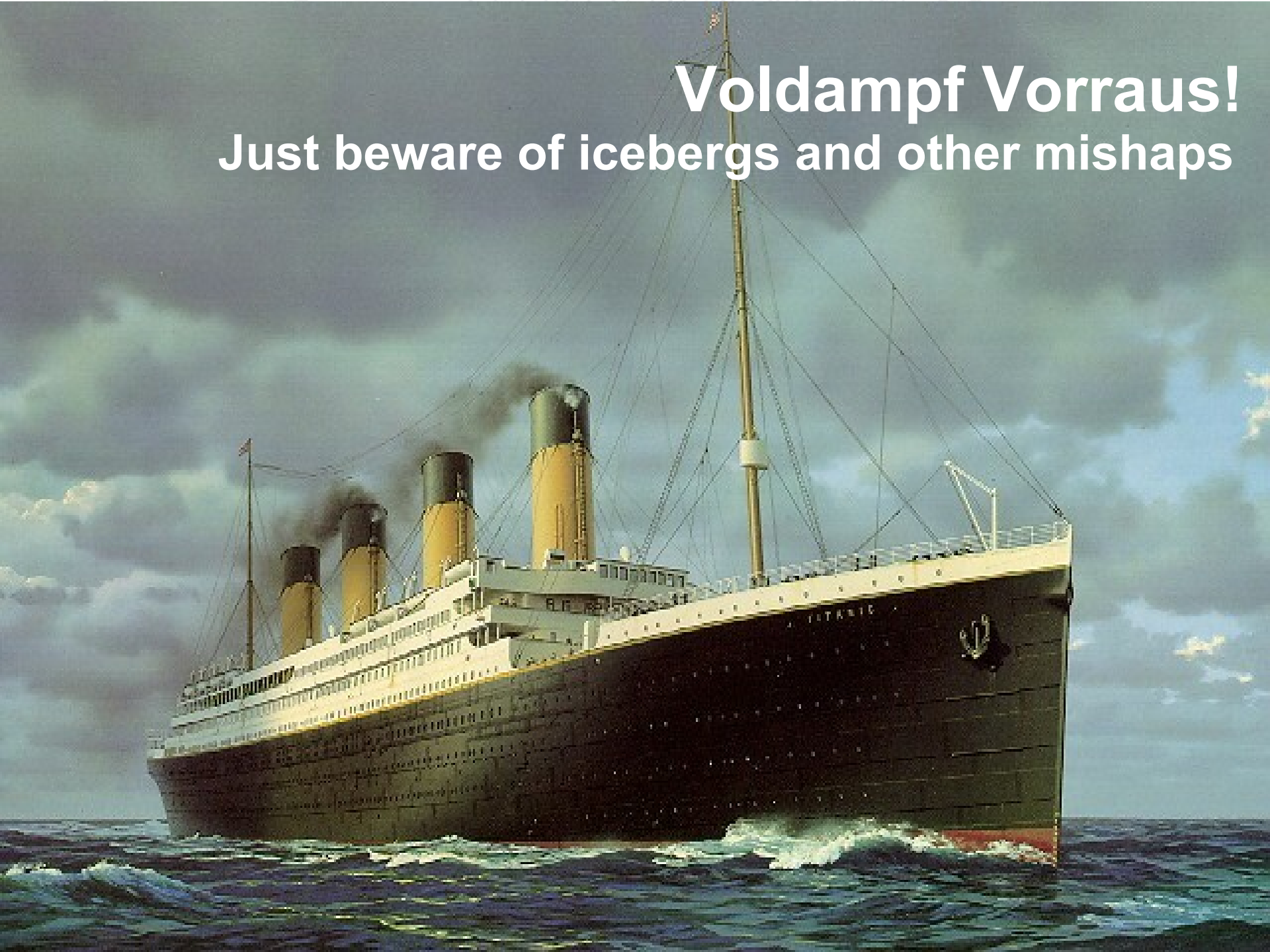


Ghandi was right

- First they ignore you
- Then they laugh at you
- Then they fight you
- And then you win



Voldampf Vorraus!
Just beware of icebergs and other mishaps



Credit where credit's due

- The BSA; for the best marketing support possible
- The writers of EULA's; for all the great examples
- The Free / Opensource software community; for giving us basic digital freedoms
- Brave politicians; for taking political risks
- Courageous civil servants; for standing up even when they could lose their job over it
- My fellow activists; for never quitting
- Aldert Hazenberg; for too many things to fit on this slide
- My love Annie; for putting up with 16-hour workdays, midnight e-mailing and all my other weird behaviours
- My parents; for teaching me that doing what you feel is right is more important than making money



