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**REQUEST FOR
EXPRESSION OF INTEREST
FOR
SELECTION OF
DESIGN & WEB CONSULTING FIRM**



Issued January 9th, 2017

Responses Due January 20th 2017



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Project Information

- **Project Title:** OSGeo Branding, Website and Marketing Collateral Project
- **Expression of Interest Deadline:** January 20th 2017 11:59pm UTC
- **Funding Source:** OSGeo 2017 Budget
- **Individual/Firm:** This consultant will be a firm or group of consultants
- **Not to Exceed Amount:** \$50,000 USD
- **Project Timeline:** Site live August 1st 2017, Project Complete August 31st 2017

Project Description

Introduction

The Open Source Geospatial Foundation (OSGeo) wishes to update and enhance its organizational branding and online presence and seeks qualified firms to provide design services in order to accomplish those objectives.

Background

The Open Source Geospatial Foundation (OSGeo) is a not-for-profit organization whose mission is to foster global adoption of open geospatial technology by being an inclusive software foundation devoted to an open philosophy and participatory community driven development.

The foundation provides financial, organizational and legal support to the broader open source geospatial community. It also serves as an independent legal entity to which community members can contribute code, funding and other resources, secure in the knowledge that their contributions will be maintained for public benefit. OSGeo also serves as an outreach and advocacy organization for the open source geospatial community, and provides a common forum and shared infrastructure for improving cross-project collaboration.

The foundation's projects are all freely available and useable under an Open Source Initiative certified open source license.

OSGeo has US 501(c)(4) legal status as a not-for-profit organization.

OSGeo's Mission Statement is to "Foster global adoption of open geospatial technology by being an inclusive software foundation devoted to an open philosophy and participatory community driven development."

The following aspirational goals support the overall mission. As a foundation we seek to:

- (external outreach objectives)

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- foster the use of open source geospatial software;
- encourage interoperability with open and community standards;
- champion the use of open-source and community participation through the development of an open education curriculum
- champion community building
 - through horizontal (local chapters) engagement; and
 - through vertical (sector specific) agreements with like-minded organizations;
 - being encouraging and supportive of community members wishing to contribute and "scratch an itch" in line with principles of "do-ocracy" and "merit-ocracy"
- be a welcoming and inclusive worldwide organization at all levels;
- (internal objectives)
 - provide resources for foundation projects;
 - ensure interoperability between the foundation projects;
 - encourage a high degree of quality and innovation in foundation projects;
 - enable communication and cooperation amongst OSGeo communities;
 - celebrate excellence, openness and service within the OSGeo community.
 - Provide a holistic set of characteristics (such as quality and ethos) which each project achieves, (ensured by incubation), and recognisable by consistent branding, which leads to efficient and effective marketing and attraction of users, developers, sponsors. It makes OSGeo more valuable as a whole than just the sum of its parts.

Additional discussion of outreach objectives:

- Foster the user of open source geospatial: *key outreach objective of the organization*
- Encourage interoperability with open and community standards: *The Foundation and its members are strongly committed to open standards; and have extended this objective to include community standards such as GeoTIFF and GeoJSON. We have a strategic relationship with the Open Geospatial Consortium in pursuit of this goal.*
- Champion the use of open-source and community participation through the development of an open education curriculum: *a real passion of our academic members where open education address both a pressing need and a roadblock to open source adoption. We are pursuing this goal with the GeoForAll initiative and its extensive partnership building.*
- Champion community building through horizontal (local chapters) engagement: *our grassroots approach of ensuring OSGeo is everywhere; providing GIS users with a local contact to learn more about our software and open source.*
- Champion community building through vertical (sector specific) agreements with like-minded organizations: *Our volunteers are not equipped for every challenge, we can also promote our software and open source in the boardroom and policy table through letters of support and memorandums of understanding at the organizational level.*

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- be a welcoming and inclusive worldwide organization at all levels: *as a volunteer organization we are made of people, requiring attention to diversity, our code of conduct and attracting new members*

Key Initiatives

Projects

OSGeo is first and foremost a home for software projects. The contributors to these projects are the heart and soul of the foundation. Some projects have long histories and large communities and others are very new and may have small but growing communities. Projects are broken down into 3 categories. 1) OSGeo Projects have graduated incubation and are full-fledged projects that have active developer communities and have met foundation standards for sustainability etc 2) Community projects are projects that may be affiliated with other foundations or groups but are based on or integrate with OSGeo projects and meet the basic requirement of being open source. 3) Projects in Incubation are going through the process of demonstrating that their project meets the Foundations standards for sustainability. The OSGeo *Incubator* is also a developer outreach effort to welcome new projects into our foundation and help them achieve sustainability. As an outreach effort, incubation is designed to promote open source and inclusive development of software projects.

Geo for All

"Geo for All" is the Foundation's Educational outreach initiative and works in close collaboration with ICA, ISPRS, UN-GIS and other partners worldwide in our mission for making geospatial education and opportunities accessible to all. Dozens of Geo for All labs have been established at universities worldwide to promote the use of GIS curriculum based on Open Source software tools.

FOSS4G

FOSS4G is the acronym for Free and Open Source Software for Geospatial. It is the annual recurring global event hosted by OSGeo since its inception in 2006. Its predecessors were rooted in the GRASS and MapServer communities and can be traced back to the beginning of this millennium. Developers and users from all over the world gather to present their work and work collaboratively on new features or developing shared roadmaps. Many regional or local FOSS4G branded events are held worldwide throughout the year.

Local Chapters

OSGeo local chapters provide a venue to support local users and developers, as well as a mechanism to further OSGeo's mission and goals in a linguistic, or geographic area. There are approximately 30 currently active chapters including some that are large enough to host their own conferences on a regular basis and some at the beginning of the formation process. The complete list chapters is found in Annex II.

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Project Objectives

The overarching objectives of this project are to redesign and reorganize OSGeo's organizational branding and create an improved online, interactive community platform, website and marketing collateral in order to:

1. Enable users new to the OSGeo ecosystem to easily Explore and Discover an appropriate OSGeo software project for their own needs and to connect with its user and developer communities.
2. Enable better understanding of OSGeo projects and presence.
3. Facilitate OSGeo's ability to advance and expand open source geospatial user and developer communities.
4. Increase capacity of local osgeo chapters (including Geo for All labs) to develop strong and accessible presence for growing their community.
5. Ensure the website is sustainable and maintainable over time.

As of January 2017, OSGeo maintains a website at <http://osgeo.org> based on the Drupal Platform (version 5.23). OSGeo also maintains <http://foss4g.org> and <http://geoforall.org/> which is used for the foundations annual conference and education initiatives. There are also several sub-domains for various initiatives and projects. Several OSGeo projects and local chapters host their public facing website on OSGeo's servers, while others are hosted separately. These are listed in Annex II.

The objectives to 'Enable users new to the OSGeo ecosystem to easily Explore and Discovery an appropriate OSGeo software project for their own needs and to connect with its user and developer communities.' and 'enable better understanding of OSGeo projects and presence' entails:

- Provide a user friendly guide to OSGeo projects based on their intended use and capabilities that is attuned to the various roles involved in the software lifecycle (users, administrators, developers etc)
- Allow users to 'Discover' an OSGeo project appropriate for their needs by providing a 'Guided Search' based on their stated role(s).
- Clearly 'Explain' the role of each OSGeo project within the larger realm of GIS software with simple and easy to understand graphical content.
- Provide clear and simple instructions for each project or chapter's community resources (downloads, mailing lists, communications channels, issue trackers etc) and guidance on how to join and participate in the various communities.
- Create a collection of relevant project details, case studies, and blog posts accessible from the project 'Discovery' interface or by using the resource catalogue.

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- Provide a user friendly interface accessible for people with varying levels of proficiency with web technologies and English
- Provide the ability for OSGeo stakeholders to easily translate the content of the site into their own language and for users to switch to their language if available.

The objective to 'Facilitate OSGeo's ability to advance and expand global open source geospatial communities' entails:

- Enabling growth and sharing of 'best practices' through online resources, such as the Geo for All Initiative, the Incubator and by showcasing local Case Studies.
- Streamline the presentation of existing projects, initiatives, chapters and available tools as well as local case studies through a resource catalogue page.
- Provide clear and simple explanations of OSGeo's initiatives (Local Chapters, Geo for All, UNGIS, Incubator etc) and how to participate in them (the complete list of these initiatives can be found in Annex II).
- Provide a Global Event Calendar that is easy to contribute to and easy for users to find relevant events in their area and to connect with other user via social media channels.
- Provide a clear path for local organizations and projects who wish to host their site separately or use social media groups or channels for organization to include their details in the main website and to include their content where appropriate.

The objective to 'Increase capacity of local osgeo chapters to develop strong and accessible presence for growing their community' entails:

- Display a map populated with existing and 'in formation' local chapters as well as Geo for All labs. (see <https://opendri.org/project/>) that links to resources about these entities.
- Encourage partnerships and OSGeo involvement by showcasing goals, objectives, and project potential.
- Provide support and guidance for how to systematically approach setting up a web presence for a new local organization or project using OSGeo as a parent site and adhering to the overall brand guidelines.

The objective to 'Ensure the website is sustainable and maintainable over time.' entails:

- Content should be concise. Concise is easier for users to read, and easier to maintain but requires a larger up front investment.
- The website should remain current for as long as possible. Ie, don't create content that needs to be updated every few months.
- The website should be simple to maintain by the OSGeo community, noting the OSGeo community have many technically competent members.

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- Guidelines should be in place to minimise website bloat, and minimise unmaintained pages.

The selected firm will provide support and guidance to help OSGeo populate the new platform with the initial content that will be available at site launch and work with OSGeo stakeholders to transfer the skills required for future updates.

Project Components

Component 1: Branding and Online Style Guide

This activity includes the firm developing OSGeo branding by creating a logo and style guide as outlined below. Logo's and branding will developed for 'sub-brands' under OSGeo (Geo for All, Incubator etc) in a consistent and structured manner. This activity will build off existing materials that will be provided to the firm.

The following items are expected to be delivered as part of Component 1:

- Vector material (svg, ink, eps...) and images
- 5 logo options with feedback from OSGeo stakeholders (see below);
- Online Style Guide (PDF version may also be considered)

Vector material and images

The new OSGeo brand must be designed to be cross media, consistent and sustainable. Graphic elements should stay simple yet meaningful, and be created as scalable vector graphics. Every brand element must be provided at least in SVG format, and as images in different size, resolution and formats (PNG, JPG).

The created material will be used as the base material for Component 2 and Component 3 activities. It must be easy to use and extend, organized by theme and/or type and documented in the Style Guide. This material would likely be copyrighted OSGeo and licensed under an appropriated Creative Common license.

Logo

OSGeo is seeking a simple, eye-catching, and versatile graphical logo and brand design system to use on the online platform as well as across publications, presentations, and other branded output including use by local organizations and projects affiliated with OSGeo. The existing OSGeo logo has established recognition and brand history and the new logo and graphical system should be an evolution of this logo and existing branding rather than a complete reimagination. The Compass element and overall graphical structure should be preserved in the new logo. The firm is expected to provide at least 5 logo and sub logo options and two design consultation meetings and further iterations to finalize chosen option.

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Style Guide

This activity includes developing a Corporate Style Guide for use by OSGeo and its sub-brands initiatives and projects which provides a coherent brand system that can be used to ensure a consistent presence for OSGeo across print, online and social media. A basic style guide (in beta stage) has been initiated by the OSGeo Marketing Committee (see <http://cartogenic.com/OSGeo-brand/guide/>). The latter should/can be used as an initial resource for design inspiration.

Elements to be included in the style guide are:

- Design Values
- Brand graphic standards and usage policies
- Logo and usage (versions, colors, sizes, do/don't...)
- Logo variations for Sub-brands, initiatives and projects logo usage (see Annex II)
- Font and typography options
 - Typographic rules and detailed writing policies
 - Typographic assets must be based on open fonts (under OFL license or similar)
 - The [BitStream Vera Fonts](#) were identified as a valuable example resource
- Icons & Symbols
 - The icons and symbols are representative of the ideals, principles, programs and initiatives of OSGeo
 - OSGeo symbols and icons must scale to any size. They must be designed as vector graphics and gathered into an easy to use web font (see [mapsk.in](#) community and software sections for example)
 - Must include a clear and readable favicon (.ico format)
- Color palettes and schemes
 - Primary and secondary green colors
 - Accent colors options
- Publications templates (See Component III)
- Poster and Banner templates (See Component III)
- Brochure and Marketing Collateral templates (See Component III)
- Presentation templates (See Component III)
 - Includes key slides illustrating schematic representation of OSGeo projects, initiatives and activities as outlined in the “About” section of this document.
 - This should include guidelines on how to update the key slides as OSGeo scope changes, or so it can be customised for specific purposes

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Component 2: Online platform development, content and maintenance

Vision for the online community platform

The new online platform will serve as an index and starting point of discovery for various content related to OSGeo projects, initiatives, activities and local organizations with information related to each entity such as blogs posts, best practices guides, community resources and social media linked in a clear and accessible way. The osgeo.org website will be a place for users to discover which OSGeo projects are appropriate for their needs, to find collected knowledge about those projects and facilitate engagement with their communities. Various OSGeo stakeholders will be responsible for adding and maintaining content on this site as well as linking it for interaction with their local or technical community via social media and external sites.

Annex I details required components for the platform. This list is not all-inclusive and is subject to change depending on the outcomes of the consultation. This platform is required to be completely responsive (working on current mobile platforms).

Content Management System

OSGeo's stakeholders and System Administration Committee (SAC) have not yet decided on an appropriate Content Management System (CMS) to use for this project. It is expected that we will use an open source CMS like Wordpress/Drupal hosted on OSGeo infrastructure, or a static system based on jekyll and markdown or similar using a Git repository to store content. The selected vendor will be expected to deliver initially delivery the theme and templates for the site in a CMS agnostic way and be prepared to adapt it to the chosen CSM platform. The project team will work with the selected vendor, OSGeo stakeholders and the SAC to decide on the best platform to use as part of this consultation by gathering feedback and discussing the requirements. OSGeo members and stakeholders will be responsible for content creation, curation and maintenance after the initial migration.

Content integration

The activities under this project will include the integration of various content that currently exists in web pages, wikis, documents, presentations and data visualizations onto the new online platform so that the users can access the information in a more usable and manageable way and to allow for easier content editing workflow for the various OSGeo Stakeholders. OSGeo will provide the consultant with the list of materials that exist and that need to be integrated as well as various stakeholder groups that will participate in maintaining content.

The initial template creation, content uploading and integration of the content itself will be the firm's responsibility. Demonstrating and training OSGeo stakeholders on how to upload and

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migrate content to new site will be required so that OSGeo stakeholders can take over the maintenance of the website.

Features and functionalities

- Theme and Templates for the selected Content Management System
- Design and Branding configured to align with OSGeo branding developed as part of Component 1
- 'Imageless' approach based on modern CSS, vector graphics and web fonts. Responsive images and backgrounds included when necessary.
- Stylesheets based on sass or less preprocessors. CSS3 advanced techniques may be considered but cross browser compatibility must be preserved at all times, at least with old browsers fallbacks.
- Fully Responsive Design. Page layouts and Theme elements must scale and adapt to every screen resolution (mobile, tablet, desktop). The Bootstrap framework or similar, as well as custom media queries may be considered for that purpose.
- Cross Browser Compatibility for the latest version of Chrome, Safari, Firefox, and Internet Explorer 9+. Additional tests for mobile browsers should also be conducted.
- Responsive Navigation and Information Architecture (below is a preliminary IA)
 - Home (Map)
 - About
 - Projects (linked to Case studies, other example maps and data)
 - Initiatives
 - Guides (Interactive project or topic guides)
 - Resources (Documents, PDFs, external sites and events) and Blog/News
 - Local Organizations/Chapters/Members (List + Map)
 - For Developers (technical resources for working with OSGeo Projects)
- Flexible, Robust, Extensible and Responsive Page Templates configured as content types in the CMS. A page template should be created for every main topic (see collections and categories below).
-
- Collections: The following collections will be included:
 - Generic content pages (About Us, etc.)
 - Resources (Documents, PDFs, external sites and events with a summary/abstract)
 - Technical Resources (svn, git, wiki, trac etc)
 - News/Press Release/Other timely coverage
 - Case Studies
 - Projects
 - Local Organizations
 - Initiatives
 - Committees

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- Events
- Galleries
- Contributors (Users, Developers, Sponsors etc)
- Categories/Taxonomies for Searchable Content Organization for Resources, Projects Posts or Region
 - Topic/Issue/Project
 - Location (Region, City)
 - Free Form “Tagging”
 - Search
- Social Network Sharing & Integration with social media feeds/groups etc
- Newsletter subscription
- Analytics (Google and other)

Hosting

OSGeo’s SAC is wholly responsible for deploying, hosting and maintaining the CMS including deploying a development/test system (as described in the project timeline) and the vendor will be responsible for configuring the theme and templates and migrating the initial content. The vendor may setup their own development/test system during the consultation, but this is not required. The SAC will configure the selected CMS to work with OSGeo’s existing LDAP system for write access.

Mobile capability

The site will be built using a completely responsive set of templates. The information architecture phase will determine the organization of the mobile content. The site will be tested with standard and alternative browsers on the latest 2 major revisions of iOS and Android on both phone and tablet. Simplification of the IA on mobile is acceptable and encouraged.

Analytics and SEO

The site will use various Analytics tools (including Google Analytics) to track the usage statistics on all pages. A Social CRM tool may also be used to track the sharing and discussion of resources included in the site on external social services. The vendor will be responsible for SEO and other configuration necessary to ensure that all pages are registered appropriately with search engines and such that OSGeo can track goals and conversions using analytics tools.

Registration

The online platform will not require any membership registration for public usage but must provide the option for a newsletter subscription. Write access will be controlled inside the CMS using OSGeo’s existing LDAP registry. The developed platform must also include a way to monitor participation through the approximate number of OSGeo visitors on the new platform, particularly actively engaged cities or countries and teams accessing guide materials, newsletter

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subscribers, and how it is referenced and used on external social media. The firm will provide recommendations as to how to do this effectively using external SaaS tools including Google Analytics.

Other Subscription services

This project does not include the cost or integration of third party subscription/SaaS services, such as CRM, social media and newsletter services. However, it is expected that the new platform will be fully capable of integrating with these types of services.

Post-deployment

After the deployment of the platform, the firm, for one month, will monitor how the participants using the website and provide guidance and insight in a final report. The launch of the site is scheduled for August 1st in order to utilize the Foundation's annual FOSS4G conference (held August 14-19th in Boston, MA) as a venue to facilitate a workshop on content maintenance and user interviews. The vendor is expected to have the appropriate staff travel to this event to perform these functions and this travel should be factored into a Financial Proposal. The feedback gathered as part of these activities will be used to refine and prioritize potential improvements and provide recommendations. The vendor will prepare a final report summarizing these findings and recommendations that will be delivered 1 month after launch.

This project is subject to extension and expansion based on recommendations for customization and improved usability after the basic deployment of the new site and considering feedback from the users of the site.

Component 3: Print Marketing Collateral Creation

This activity involves creating print ready artwork (in ps, svg, psd etc as required) using the vector material created for Component 1, to be used to promote the foundation, its projects, initiatives and activities at events or distributed to educational institutions and other organizations for outreach. These materials are intended to provide easily digestible information about what OSGeo is and how it is relevant for GIS practitioners who may not be familiar with Open Source. These collateral items should be able to be modified and adapted by local organizations for their own purposes and in their own languages. The intention is that a local organization could download a packet of print ready artwork, modify it for their event or activity and send them to a local printer for production so should be in standard international sizes for ease of use.

Required Collateral Items

- Letterhead

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- Business Cards
- Multi Page Brochure Templates
- One Page Info / Fact sheet templates
 - Project
 - Foundation
 - Local Organization / Lab
 - Event
 - Initiative
 - Others?
- Flyer & card Templates
- Printed Documentation Templates
- Booth Materials
 - Roll up banners
 - Tablecloths
 - Buttons, magnets, stickers
- Horizontal Banners
- Outdoor signage
- T-shirt templates
- Social media profile assets (e.g twitter avatar and background)

Project Timelines and Delivery Dates

Duration of the contract would be through August 31st, 2017, with delivery of the components articulated below.

Key dates for the project EOI / election process:

- Jan 9th - Release EOI
- Jan 20th - Close the EOI
- Jan 23-27 - Evaluate EOI and ask short listed firms for technical and financial proposal
- Feb 10th - Close proposal process
- Week of Feb 13th - evaluate and interview shortlisted firms
- By Feb 24th - award contract (for March Kickoff)

Key delivery dates that need to be considered in a Project Plan and Technical Proposal are:

- By March 1st: Project plan and revised technical proposal deadline
- Week of March 6: Project kick-off, consultation workshop to define strategy
- By March 31: Delivery of wireframes, information architecture, initial branding
- By April 30th: Delivery of mock up homepage and content, and detailed branding

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- By May 12th: Feedback from OSGeo team on Mock ups, Information Architecture and Branding
- By June 9th: Finalization of Branding and IA
- By June 30th: Delivery of the homepage and content/collection templates and CMS theme
- By July 3rd: Development site online
- By July 14th: Initial Migration of the platform content complete
- Week of July 17th: Knowledge transfer, training of OSGeo stakeholders
- Week of July 24th: Testing of the site and feedback from initial users
- August 1st: Site Launch
- August 14-19th: FOSS4G Boston - facilitate content management workshop gather feedback from participants and user interviews, surveys etc
- By August 31st: Delivery of final report summarizing site test and feedback results and lessons learned with recommendations.

Staffing Requirements

Consulting Firms are free to propose a staffing plan and skill mix necessary to meet the objectives and scope of the services. If all the required skills are not available within the consulting firms, they are encouraged to make joint ventures with other firms.

The consulting firm should be able to demonstrate the ability to provide staff for the following roles:

1. Manager (Producer): responsible for the implementation of the online platform and overseeing the first and second objectives. Liaises with the client to support coordination and the successful completion of the project
2. Designer(s): responsible for the graphic design of the online platform and branding style guide
3. Developer(s): responsible for design of the information architecture behind the online platform
4. User experience specialist: responsible for gearing graphic design and platform development as easily comprehensible and fluid for average users. An evaluation and assessment of user experience shall be submitted once online platform has been launched.

Project Management

The Consultant will closely interact and report to the OSGeo Marketing Committee team that will accept the deliverables. The Consultant is encouraged to appoint a focal or contact person who can be competently consulted on this undertaking on a regular basis, preferably able to work in the same time zones as the client point of contact. (Mention github issues, slack etc etc here)

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Language

The working languages for this project shall be English for communication with OSGeo and its points of contact.

Submission Requirements

The OSGeo Foundation invites eligible firms to indicate their interest in providing the services detailed in this solicitation. Interested firms must provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff). Please note that the total size of all attachments should be less than 10 pages. Consultants may associate to enhance their qualifications.

Interested firms are hereby invited to submit expressions of interest. Expressions of Interest should be submitted, in English, electronically via email to secretary@osgeo.org by the stated deadline for consideration.

Qualification Criteria

1. Commitment and ability to work within the budget constraints of this project for the scope of work required.
2. Provide information on the previous work of the firm including public site URLs.
3. Provide information on the qualifications of technical staff of the firm indicating its ability to meet the objectives of this project.
4. Provide information on the technical and managerial capabilities of the firm.
5. Provide information on their core business and years in business.

Selection and contracting may be made directly from responses to this request for expression of interest, but OSGeo's Board and Marketing Committee may ask for a more complete technical and financial proposal. The consultant will be selected from a shortlist, subject to availability of funding.

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ANNEXES

ANNEX 1. Components of the Online Platform

<p>Home</p>	<p>The Homepage primarily should serve as the point of discovery for users seeking to find an OSGeo project appropriate for their needs or to engage with an osgeo affiliated local or technical community. It should also highlight and showcase the Foundation's key initiatives as well as provide a snapshot of the resources and news items related to projects, initiatives and local organizations.</p>
<p>Projects</p>	<p>The Projects component of the website should serve as an index to the various OSGeo projects and a page describing each and linking to internal or external pages with more detail. A guided/faceted search interface should be developed that allows users to find a project appropriate for their needs based on their stated role(s). Individual project teams should be able to maintain their own content and/or link to external content about their project.</p>
<p>Local Organizations</p>	<p>The Local Organizations component of the site should serve as a place of discovery for users to find local chapters or Geo for All labs in their local area by using a map based interface to locate these entities. Local Organizations should be able to maintain their own content and/or link to external content about their entity. News and social media feeds should be integrated into this component to enable users to stay informed of current events and news related to each local organization. Local Organizations should also be able to add their events to the Event Calendar and have these events highlighted on their own page.</p>
<p>Initiatives</p>	<p>The initiatives component of the site should highlight the key foundation initiatives in a</p>

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	<p>high level way and explain how they fit together in the foundation’s objectives. Each initiative should have its own page to disseminate resources or add news etc. Some initiatives (including Geo For All) have more complex needs and should be considered as sub-sites within the larger site.</p>
<p>News</p>	<p>The news component of the site should provide a place to publish ‘official’ OSGeo news as well as aggregate content from projects, initiatives, or local organizations as well as to surface social media content in an easy to navigate fashion. Various OSGeo Stakeholders will be able to publish their own news on their portion of the site and content maintainers will be able surface the most current news on the homepage or top level news page.</p>
<p>Downloads</p>	<p>The downloads component of the site will provide an index into the various places to download OSGeo software including OSGeo branded installers including OSGeo for Windows and OSGeo Live. Many projects maintain their own download servers and some host them on external sites like GitHub. This section of the site should provide a clear pathway to downloading the software appropriate for the users needs and platform and should be tightly integrated with the Projects component.</p>
<p>Gallery / Case Studies</p>	<p>The Gallery and Case Studies component of the site will serve to highlight ‘wins’ from the Global OSGeo Community. Users will be able to provide and/or link to content that showcases how OSGeo software is being used around the world to solve real problems for users.</p>
<p>Events</p>	<p>The Events section of the site will serve as a Global Calendar to OSGeo affiliated events around the world. Users from local organizations, or projects will be able to provide the details about their event including links to external sites and social media feeds.</p>

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	Organizers of local events should be able to provide hashtags, photostreams or other content to link users together before, during and after the events.
Geo for All (Education)	The Geo for All component of the website will provide a place to aggregate educational content relevant to OSGeo projects and activities. Local Geo for All Laboratories will be able to share their own localized content and users from these labs will be able to connect with their peers locally and globally to share knowledge and solve challenges together.
Users	The Users component of the site will provide a map based interface to the family of OSGeo users around the world. Users will be able to update their own information/profile including project and local organization affiliations and to search for and connect with users in their local area. Each users profile should be able to highlight their contributions to the various projects.
Commercial Providers	The Commercial Providers section of the site will provide an opportunity for individual consultants companies that work professionally with OSGeo software to showcase their personal or company qualifications by providing a structured profile. Users will be able to search or filter for providers that match their requirements. Project steering teams can highlight commercial providers that take part in our community either as “core contributors” who have an ongoing commitment, or “contributors” who have successfully contributed functionality to their project.
Partners	The Partners component of the website will be used to showcase the various partner organizations that OSGeo works with including the UN and various International Organisations. The partner information will be

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	linked to relevant initiatives, projects and resources
Sponsors / Contributors	The Sponsors component of the site will provide a way for OSGeo to recognize the sponsors that support the foundation and allow them to showcase their technical contributions. Sponsors and contributors should be able to highlight their contributions to the various projects they participate in.

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ANNEX 2. List of Current OSGeo sub-brands or online properties

- [Journal](#)
- [News](#)
- [News Aggregator](#)
- [Planet](#)
- [Partners](#) (various places on wiki)
- [Events Calendar](#)
- [FOSS4G](#)
- [Educational Content](#) (fold into Geo for All)
- [Download Server](#)
- [Sol Katz Award](#)
- [Incubator](#)
- [Geo for All](#)
- [GeoData](#)
- [OpenGeoScience](#)
- [UN Committee](#)
- [Conference Committee \(see FOSS4G\)](#)
- [Osgeo4W](#)
- [OSGeoLive](#)
- [Case Studies](#)
- Gallery (various places on wiki)
- [Members/Users](#)
- [Service Providers](#)
- [Sponsors](#)
- [Swag store](#)

Technical Properties (with their own subdomain)

- [Git](#)
- [GitHub](#)
- [svn](#)
- [Trac](#)
- [Wiki](#)
- [Mail](#)
- [IRC](#)
- [GeoHealthCheck](#)

OSGeo Projects

- [GeoNode](#) (own site)
- [GRASS GIS](#) (subdomain)

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- [gvSIG](#) (own site)
- [Marble](#) (own site)
- [QGIS](#) (own site)
- [FDO](#) (subdomain)
- [GDAL](#) (own site)
- [GEOS](#) (trac)
- [GeoTools](#) (own site)
- [OSSIM](#) (trac)
- [PostGIS](#) (own site)
- [GeoNetwork](#) (own site)
- [pycsw](#) (own site)
- [deegree](#) (own site)
- [geomajas](#) (own site)
- [GeoMOOSE](#) (own site)
- [GeoServer](#) (own site)
- [Mapbender](#) (own site)
- [MapFish](#) (own site)
- [MapGuide](#) (subdomain)
- [MapServer](#) (own site)
- [OpenLayers](#) (own site)
- Community Projects - projects marked with * are in incubation
 - [Geoinformatica](#) (wiki - may be dead)
 - [GeoWebCache](#) (own site)
 - [istSOS*](#) (own site)
 - [MapProxy](#) (own site)
 - [MetaCRS*](#) (subdomain)
 - [Opticks*](#) (own site)
 - [Orfeo ToolBox](#) (own site)
 - [pgRouting](#) (own site)
 - [Postal Address Geo-Coder](#) (own site)
 - [PyWPS*](#) (own site)
 - [Team Engine](#) (sourceforge)
 - [Virtual Terrain Project](#) (own site)
 - [ZOO-Project*](#) (own site)

Local Chapters

- Belgium OSGeo Chapter (wiki)
- British Columbia, Canada OSGeo Chapter (wiki)
- Cascadia OSGeo Chapter (wiki)
- California, USA OSGeo Chapter (wiki)
- China OSGeo Chapter (wiki and own site in Chinese)

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- Czech OSGeo Chapter (wiki)
- Dutch Language OSGeo Chapter (own site)
- FOSSGIS e.V.: German Language OSGeo Chapter (own site)
- French language OSGeo Chapter (wiki)
- Finland OSGeo Chapter (own site)
- India OSGeo Chapter (wiki and own site)
- Italian language OSGeo Chapter (wiki)
- Japan OSGeo Chapter (wiki and own site in Japanese)
- Korean Language OSGeo Chapter (wiki and own site in Korean)
- New Mexico, USA OSGeo Chapter (wiki)
- Ottawa, Canada OSGeo Chapter (wiki)
- PDX-OSGeo Chapter (wiki)
- Poland OSGeo Chapter (osgeo.org/pl)
- Romanian OSGeo Chapter (wiki)
- Quebec OSGeo Chapter (wiki)
- Sénégal OSGeo Chapter (wiki)
- Spanish Language OSGeo Chapter (subdomain)
- Twin Cities, USA OSGeo Chapter (wiki)
- United Kingdom OSGeo Chapter (osgeo.org/uk)
- Vietnam OSGeo Chapter (wiki)
- (All 'information' on wiki)
- Croatia? (hr.osgeo.org)

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ANNEX 3. Related Information

Commercial providers:

- http://www.osgeo.org/search_profile
- http://www.qgis.org/en/site/forusers/commercial_support.html
- <http://geoserver.org/support/>

Local Conferences

- [FOSS4G-EU](#)
- [FOSS4G / State of the Map Argentina](#)

Sites/Communities for Reference

- [Code for America * Brigade](#)
- [Open Data for Resilience Initiative](#)
- [Understanding Risk](#)
- [LocationTech](#)
- [Apache Foundation](#)
- [Eclipse Foundation](#)
- [Free Software Foundation](#)
- [Python Software Foundation](#)
- [GNU](#)
- [FSFE](#)
- [FTSF](#)

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