



# Crossroads of openness

Wrap-up talk !  
*Ecosystem*

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UNION EUROPEENNE



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LE FONDS EUROPEEN DE DEVELOPPEMENT REGIONAL  
ET LA WALLONIE INVESTISSENT DANS VOTRE AVENIR.

# *My background: co-creation (1/2)*



Sales up to 40%. You can get more.



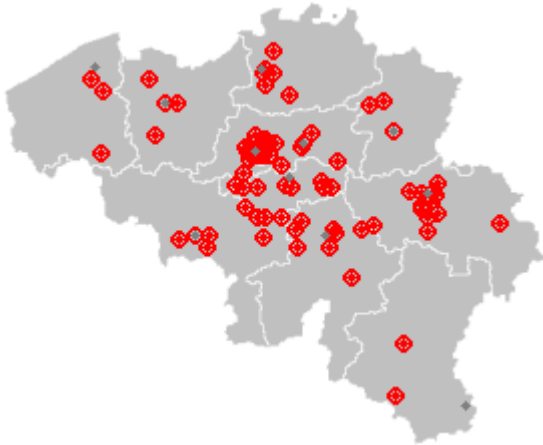
- Boosted by Internet (Kambil *et al.*, 1999).



- Diversity in methods.
- Sub-family : free and open source softwares.

- Definition(s) :
  - Open Source Definition ([opensource.org](http://opensource.org)).
  - Four freedoms of free software ([fsf.org](http://fsf.org) / [gnu.org](http://gnu.org)).
- Free and open source licenses  
(legal standard framework).
  
- New business models :
  - Creation of value inside heterogeneous and distributed communities or ecosystems (massive collaboration).
  - New ways for capturing value (dual licensing schemes, subscriptions,...)...
  - And new tools and frameworks for creating new products and services.
- Ok, it works !

- More or less 150 companies with open source based activities ([logiciellibre.be](http://logiciellibre.be)).

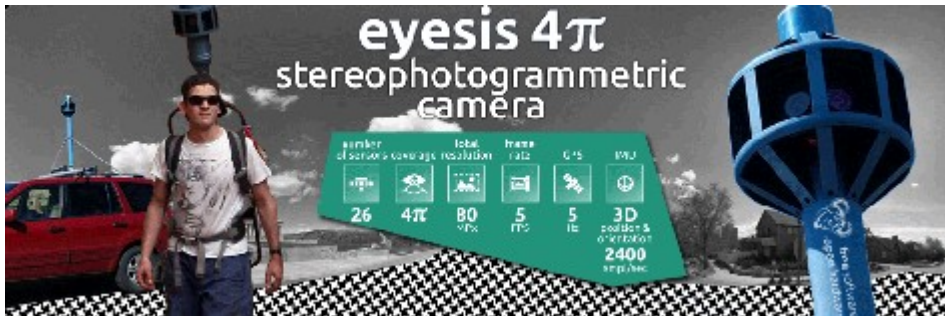


- But...



- Generalization of the open source model :
  - Movement from commercial software model to hybrid models.
  - Movement from Open Source Software to Open Source Innovation (Pénin, 2011).
- Open Source \* ?
  - Directly inspired by 4 freedoms of free software definition ( → availability of « source code »).
  - Application to all kinds of « stuffs ».
  - Creation of new suitable licenses.
  - Preference for open standards and formats.
  - Cross-fertilization with co-creation and Agile methods.
  - More opened and interactive than open innovation.
- Open \* : open content, open journalism, open data, open science, open hardware, open cloud,...

- But still under the radars...
- Nevertheless, first (commercial) successes : Wikipedia, OpenStreetMap, Arduino, Wikispeed,... and Elphel.





- Power of transformation of open source :
  - Science :
    - Scientific papers with open source code and open data ( → reproducible papers or executable papers).
  - Students :
    - Learning by doing ( → best practices in live).
  - Citizens :
    - More transparency with open government data or journalistic contents.
    - Empowerment and collective projects (commons).
  - Companies :
    - Create with ecosystems (~~monopoly~~) : collaboration and coopetition.
    - Industrial relocation ?
  - ...

- The openness is no longer a question...
- But there will be competition between more or less participative models.
- The users continue to be empowered.
  - Thanks to open source software and hardware technologies, communities and collaborative tools, open source licenses, or crowdfunding.
- The empowered users can become users-entrepreneurs...
  - See literature relative to « *lead users* » (Von Hippel), and Baldwin *et al.* (2006).
- They probably won't replace big corporations, but can feed them with new ideas and concepts.
- The principles of communities or ecosystems are validated for softwares...
- And are becoming the key for datas, contents and hardwares, too.

- What are the opened business models and strategies that succeed ?
- How to manage the relation with empowered users and consumers ?
- How to break the old-fashioned sticky ways of doing ?
- How to fill the participation gap (> digital gap) ?
- How to engage young people in the open source train ?

# Thanks

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