

The following content is being staged for an A3 Brochure covering who the foundation is and what we offer. This is an outreach document focused on people new to open source and who do not know where to start. Focus on what we offer, and not trying to recruit new volunteers :)

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Brochure A3 Layout: *Minimal (depending on info sheets for advocacy)*

The A3 Brochure is folded in half and used to hold single page information sheets. The workflow is to talk to a visitor to the OSGeo booth, determining what kind of help they need, you may end up recommending a couple projects and a local chapter. Gather up the appropriate information sheets and fold them into this Brochure.

How you can help:

- *Each Topic has a single page here
(this will be reformatted in a sensible fashion to fit)*
- *For initiatives like geoforall, foss4g, osgeo live we need the appropriate logo*
- *Link to photos we can include in your content, they must be CC or something we can print, make a note of who we need to credit*

- *Write timeless text. Aim to keep this document relevant for as long as possible and minimise maintenance debt. Ask yourself “will this text still be relevant in 5 years?”*
- *Add your name to the credits, if we have space we will put something on the back*

*This content is similar to our website in that it is **focused on people who are not yet members of OSGeo** and need our help. Please keep this audience in mind and focus on what they need to hear (rather than what we want to tell them).*

Design Notes:

- *Pim the above layout is only a guide, it tells a story*
- *OSGeo Projects and OSGeo Live (which let's visitors try out the projects) can go together visually if that helps.*
- *We also considered the following layouts, including a minimal one if you are running out of room*

Title Page

Open Source Geospatial Foundation
Empower everyone with open source geospatial
(Logo)

Writing notes:

- We could make use of some of this space for content?
- Idea: Consider the “empower everyone section” here
- Would be good to have a pleasing visual

Empower everyone with open source geospatial

The Open Source Geospatial Foundation is a software foundation promoting the global adoption of open source geospatial technology. The foundation directly supports projects serving as an outreach and advocacy organization providing financial, organizational and legal support for our community.

OSGeo is a volunteer driven not-for-profit organization drawing together a wide membership of individuals from around the world. We are pleased to work with our sponsors and partners to foster an open approach to software, standards, data and education.

- **OSGeo Projects:** Powerful open source software for gis professionals and technologist.
- **Local Chapters:** Local, regional and language groups support grass roots activities.
- **GeoForAll:** Over 100 educational and research labs from around the world who work with partners to make geospatial education and opportunities accessible to all.
- **FOSS4G:** Our annual global conferences for Free and Open Source Software for Geospatial.
- **Events:** OSGeo projects and local chapters hold a wide range of events from user conferences and code sprints to regional and national foss4g events.

Writing notes:

- *Blurb about osgeo, our mission and goals*
- *The goals are “dry” trying to reword into sentences, because many of the goals have entire sections devoted to them this can stay a nice light intro.*
 - **Update:** many goals moved out to their own section so we can showcase the results)
- *Focus on the human, success story of open source, not on the details of how we operate.*
- *How we operate as a volunteer organization*
- *If the OSGeo Live section is cut, include: “**OSGeo Live:** A distribution of established geospatial open source software, pre-configured with sample data and quickstarts, ready to try out”*

Open Source Software

OSGeo holds a passionate belief in open source as the best way to build software.

Open source starts off with a license that provides royalty free (re)use of software. Next, open source guarantees access to the source code for audit and modification and the ability to redistribute the software with no additional costs.

A project may choose a license with few restrictions, or a protective an obligation to share improvements.

Using open source offers greater control than you may be familiar with from proprietary (closed) software. You are no longer tied to per-seat licensing or to a single software vendor. Support is available from an ecosystem of service providers and through community participation.

At OSGeo our projects are freely available under OSI certified open source licenses.



Open source software is software like any other. However it is distinguished by its license, or terms of use, which guarantees certain freedoms, in contrast to closed proprietary software which restricts these rights. Open Source Software guarantees the right to access and modify the source code, and to use, reuse and redistribute the software, all with no royalty or other costs. In some cases, there can be an obligation to share improvements with the wider community, thus guaranteeing global benefit.

All about Open Source, Version 2.0, UK Cabinet Office

Images:

- open source initiative
 - <https://opensource.org/logo-usage-guidelines>
 -

Writing notes:

- *What is open source, how it works*
- *Answer the common FAQ questions*
 - *Supported → Local Chapters and/or Service Providers*
- *OSI defines open source as:*
 - *Free redistribution*
 - *Source code*
 - *Derived works*
 - *Integrity of author's source code*
 - *No Discrimination against persons or groups*
 - *No Discriminations against fields of endeavor*
 - *Distribution of license*
 - *License must not be specific to a product*
 - *License must not restrict other software*
 - *License must be technology neutral*

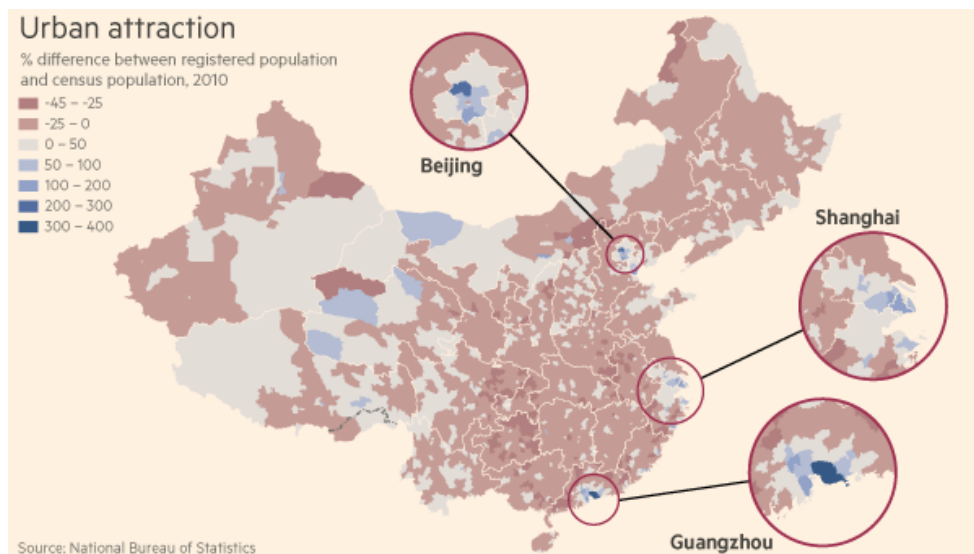
OSGeo Projects

As a software foundation OSGeo hosts a range of projects for all your geospatial needs. Each project is available free of charge under an open source license. Our projects work where you work with cross platform support for Windows, macOS and Linux.

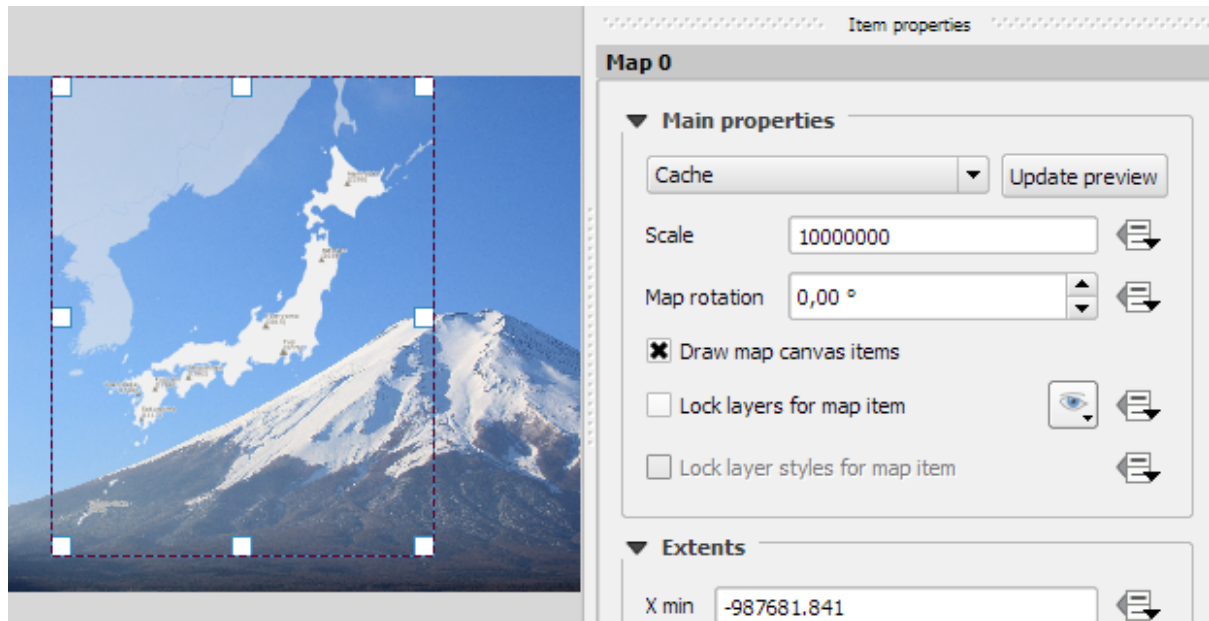
Cartography and Mapping

Our solutions draw on a history of a rich data format and integration support. They offer the perfect environment to integrate, share and communicate your story:

- The **gvSig** project is backed by a passionate community providing a drop-in ready GIS environment focused on complex management and planning problems. Featuring wide format support, excellent discovery tools, creative control.
- The **QGIS** project offers one of the most vibrant and exciting cartographic environments available today. From the easy viewing of vector and raster data to the friendly graphic interface QGIS offers a competitive environment for your next mapping project.
- For those interested in 3D the **Marble** project provides experience for desktop and mobile exploration.



QGIS Cartography by Steven Bernard

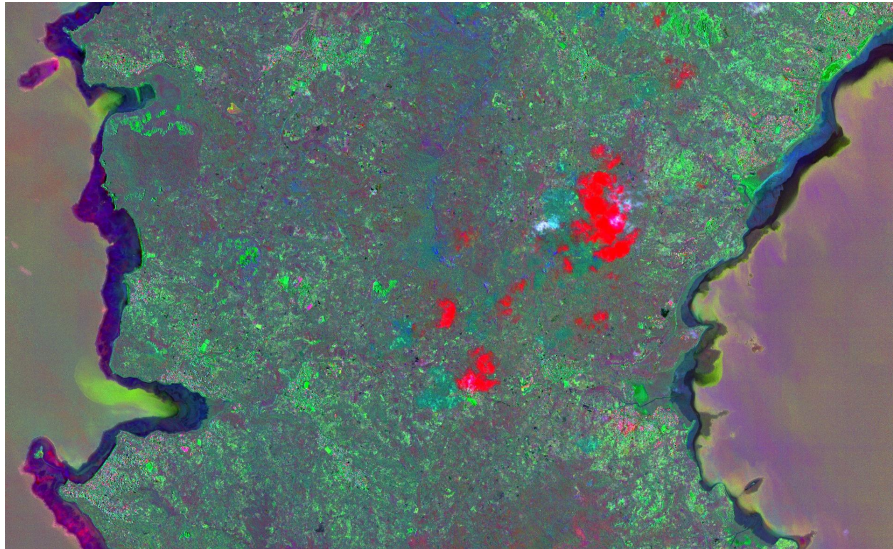


Example from “QGIS Map Design”

Analysis and Processing

Processing and analysis is a centerpiece of the foundation starting with our roots in the GRASS GIS project:

- The original **GRASS GIS** project includes 400 built-in analysis, modeling and visualization modules built over 30 years of continuous development.
- The popular **QGIS** project provides a rich environment for processing with an enthusiastic community of python plugin developers, workflow editor, and more. QGIS integrates with GRASS, R, Orfeo Toolbox and provides accessible user interface for the rich processing libraries and format support developed at OSGeo.
- The **gvSig** project also has you covered with a hundreds of analysis plugins available, rich CAD like editing,
- For something more specialized the **Opticks** project provides tools for remote sensing and imagery.

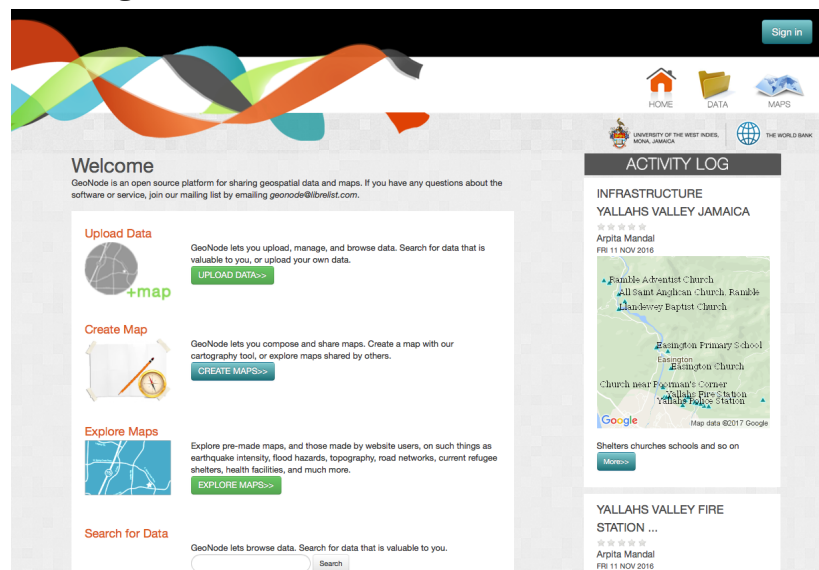


Multivariate Alteration Detector, available in Orfeo ToolBox

Information Technology

The OSGeo community is an enthusiastic supporter of open standards which enables your data and maps to be used in a wide range of web, desktop and mobile applications:

- When it is time to publishing online OSGeo has you covered with web services provided by MapServer, GeoServer, and more.
- Processing options extend well beyond the desktop with PostGIS database solutions and web processing provided by ZOO-Project, PyWPS solutions
- To search for spatial data we have the GeoNetwork and pycsw projects.
- For those interested in a turn-key solution deegree, geomajas, GeoMOOSE, Mapbender, MapGuide Open Source offer an integrated approach.
- Content management is available from GeoNode



Caribbean Risk Atlas “Cariska” showcasing GeoNode

Software Development

Open Source remains an amazing environment for software development, all the functionality and power shown above is available to for your remixing pleasure:

- The C Tribe offers a great foundation for your development with geospatial provided by **GEOS** and **PROJ**, access to hundreds of data formats and processing with **OGR** and **GDAL**.
- Java developers are supported by the **GeoTools** library.
- High level processing builds on this base with the **OSSIM** and **Orfeo ToolBox (OTB)** projects.
- Web developers are taken care of with the **OpenLayers** library providing standards based access to everything you can publish.

Writing notes:

- *We want to communicate that software is available, and that it is ready for use*
 - *A list of projects is not that helpful, or impressive as it does not mean anything to casual visitors*
 - *Logos, while pretty, communicate less*
(they can serve to show that a lot of software is available)
 - *Screen shots are generally too small to be useful, but the cartography shows up (and will be viewed with a very critical eye)*
 - *Need some inspiration here, it is hard to list the successful projects for fear of annoying others*
 - ***Idea:** Focus on GIS Professionals with “Cartographic” and “Analysis” sections, and lump all the service and libraries into a category for “IT Professionals”.*
- *Individual projects can have their own information sheet*
- *This section is for GIS Professionals, we can make a “Software Foundation” information sheet to hand out to developers covering incubation and what OSGeo offers to developers*
- *Breakdown provided for tri-fold handout as follows:*
 - ***Desktop:** GRASS GIS, gvSIG, Marble, QGIS, Opticks*
 - ***Web Mapping:** Geomajas, GeoMOOSE, Mapbender, MapFish, MapGuide Open Source, OpenLayers*
 - ***Content Management:** GeoNode*
 - ***Server:** deegree, GeoNetwork, GeoServer, istSOS, MapServer, pycsw, pyWPS*
 - ***Development:** FDO, GDAL/OGR, GEOS, GeoTools, MetaCRS, OSSIM, Orfeo Toolbox, PostGIS*
- *Breakdown provided by new website is better:*

Local and Regional Chapters

Starting out with any new technology can be intimidating. OSGeo offers worldwide access to “local chapter” groups to help you get started:

- Local Chapters provide OSGeo members an opportunity to connect, network and share.
- Regional Chapters hold events, offer support, training and explore advocacy opportunities in their area.
- Local chapters can also form around a specific language or industry supporting a geographical diverse community.
- Each Chapter is different with a mix of GIS professionals, academic champions, software developers and service providers eager to share their stories and help you start your open source journey.

To discover a group near you please visit our website, we are looking forward to welcoming you.

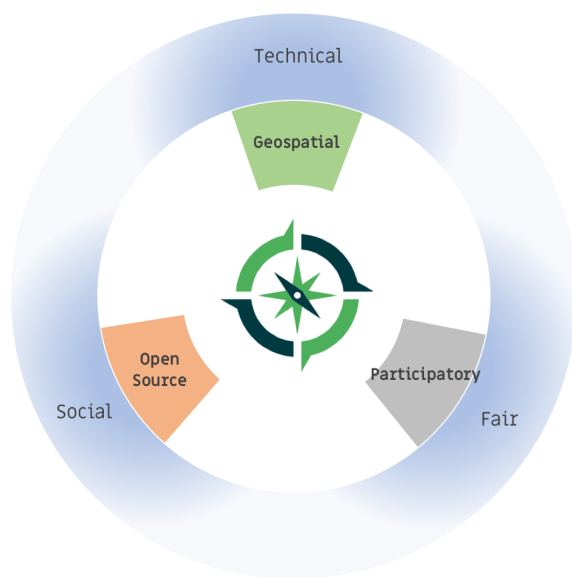
Writing notes:

- *Need to tell the story of what local chapters offer new comers*
- *First point of contact with local events and support*
- *Can we have a map or will that get out of date?*
- *This is not a recruiting section, this is a we are here to help section*

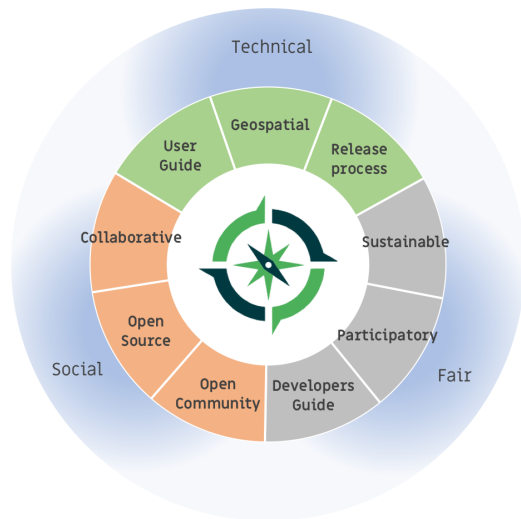
Software Foundation

As a Software Foundation OSGeo is responsible for supporting our great collection of projects, and fostering new talent and innovation. OSGeo helps projects technically, supporting developers with a community of their peers, socially with community building and outreach, and professionally ensuring that each project is governed in a fair and sustainable manner.

OSGeo Community projects are often smaller or in the process of building their community. OSGeo provides community projects friendly environment for collaboration and innovation.



OSGeo Projects are established, trusted and have shown themselves to be sustainable. In addition being open source, participatory and geospatial these projects have met our stringent “incubation” requirements.



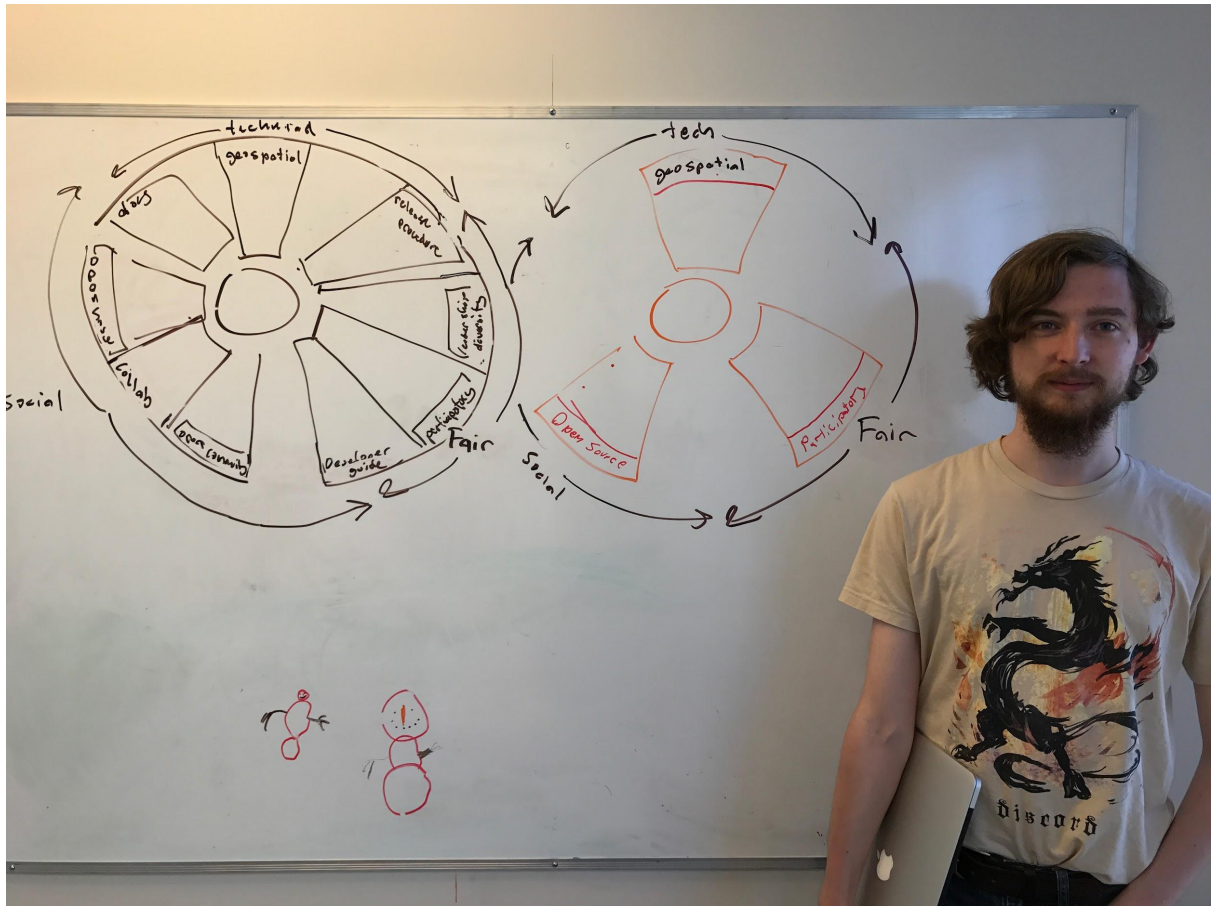
While no software is risk free, we are in position to recommend OSGeo projects and have confidence in each team.

Writing notes:

- *What is a software foundation*
- *Pulls together how we support our software projects*
- *Difference between community and osgeo project*
- *Why we can recommend OSGeo projects*

Illustration notes:

- *the original graphic idea looks more like a radiation symbol, I have only approximated it with pie charts.*
 - *See [osgeo-powerpoint-jody.pptx](#) for diagrams*
- *It may be fun to produce a color wheel effect, or go for the power-cells from the recent star wars movie :)*
- *The above donut diagram shows **technical, social, fair** ambitions for OSGeo Software.*
 - *“Fair” is a replacement for “governance” used in earlier diagrams discussions*
 - *“Technical” is a replacement for “Professional” that is more inclusive*
- *Original whiteboard shown below (along with innocent co-worker, and illustrations from four year old*



Service Providers

Open source has become a mature commercial option. A wide choice of commercial service suppliers offer support with advisory, development, implementation and SLA services. A broad ecosystem is a key success factor for a viable open source project and providing you with both a rich choice and supplier-independence.

While OSGeo does not directly recommend service providers, we do wish to recognize those that understand and embrace open source as a way of business. These organizations not only employ our members and constructively develop new features for their customers, they also take on the responsibilities that drive professional software development.

When considering a service provider:

- **Core Contributors:** Organizations that take on responsibility, maintenance, reviews and releases. These organizations have demonstrated commitment and ability.
- **Contributors:** Contributors have succeeded in developing a feature or improvement for their customer - and contributed it back for inclusion in the next release.
- **Other:** Ensure your support contract includes contributing fixes and improvements to the community

Check our website for an online list of service providers and project websites for commercial support options.

Writing notes:

- *Pull together thoughts on open source being supported*
- *Any thoughts for a graphic? Circle of life for bug fixing? Pyramid of service providers.*
- *This is commercial support, as opposed to local chapter support, please check our support providers online*
- *Context*
 - *Projects that attract a healthy mix of organizations are a safer long term choice, and provide you as a customer choice.*

OSGeo-Live



Are you looking for a quick, practical, hands on understanding of the full breadth of open source geospatial? Our OSGeo-Live project provides a bootable USB stick (or virtual machine) offering pre-installed geospatial open source software, sample data, overviews and quickstarts. It is used in workshops and tutorials, and you can check the step-by-step quickstarts to get a feeling for what a projects offers.

To learn more, visit live.osgeo.org.



Try open source risk free

Writing notes:

- Outreach project, distribution
- We want to communicate that projects are available to try out in an easy to use risk-free fashion!
- Writing experience was terrible for [tri-fold-handout](#), with many editors changing the tone and layout. Please be considerate and keep writing goals in mind.
- It is so hard not to thank the osgeo live team, thanks are off topic and detract from what is available.

FOSS4G

The internationally acclaimed “Free and Open Source Software for Geospatial” conference is our annual global conference. This event is held in a different section of the world each year.

With a robust schedule of keynote speakers, workshops, paper sessions and talks, FOSS4G offers a great opportunity for newcomers and regular visitors alike. This ‘annual gathering of the tribes’ boasts:

- A massive selection of presentations
- A variety of workshops for hands on training
- A continuous opportunity for networking
- Combined with a mix of social events, because open source is fun!

If you cannot make it to our global conference many regions and countries host smaller FOSS4G events, reach out to your local chapter to learn more.



ribbon logo here

Writing notes:

- *This is probably handled as a info sheet for the “next” foss4g, rather than included here?*
- *But it is key to our outreach story*
- *Not sure if we want to adjust this each year to highlight upcoming event*
 - *Going with generic text for now, we can have a foss4g 2018 information sheet when available*
- *Not sure how to transition from this into local, regional events (suggestion: under the umbrella of the international foundation local and regional chapters are encouraged to address local things/policies/idiosyncrasies/xxxx’*

Open Geospatial

OSGeo is pleased to be at the forefront of the shift towards open geospatial:

- **Open Source:** securing a collaborative approach to software development.
- **Open Data:** providing freely available information to use as you wish.
- **Open Standards:** enabling interoperable software to avoid lock-in.
- **Open Education:** removing the barriers to learning and teaching.

Together these approaches define a new way of addressing the world's needs. OSGeo is pleased to celebrate our partners and friends shaping this future.



Imagery notes: logos (from [Partners Content and Logos](#) document):

- ica logo
 - <http://icaci.org/logo/>
 - http://icaci.org/files/download/ica_logo.svg
- isprs logo
 - <http://www.isprs.org/documents/samples/logos.aspx>
 - http://www.isprs.org/documents/samples/logos/isprs_logo_300ppi_CMYK.jpeg
 - http://www.isprs.org/documents/samples/logos/isprs_logo_300ppi_RGB.jpg
- OGC:
 - <http://www.opengeospatial.org/ogc/guidanceltr>
 - http://portal.opengeospatial.org/files/?artifact_id=40491&format=ai

Writing notes:

- This is a section to talk larger picture and acknowledge our partners
- Pull together information around open geospatial being made up of more than just open source
 - Open data, open education, open standards

- Best list of organizations is here "[partner example](#)"
 - This has links to all the logos above

Supporting OSGeo

OSGeo is an international effort supported by organizations worldwide. Thanks to our sponsors GeoCat, Boundless, GeoSolutions, Gaia3D, Astun Technologies, Azavea and CARTO for their support.



Writing notes:

- Images:
 - <http://www.osgeo.org/sites/osgeo.org/files/Page/GeoCat.svg>
 - http://www.osgeo.org/sites/osgeo.org/files/Page/Boundless_Logo_0.png
- What to thank partners and sponsors
- We are obligated to include diamond sponsors logos in our marketing material
 - This will need to be updated each year, but removed "2017" as we do not want these printouts to obviously age if they are reused.
- OSGeo sponsorship is available on an annual basis drawing on your support of foundation projects, events, local chapters and operations. Visit osgeo.org/sponsorship for more information.

Credits (done)

Thank you to all our OSGeo volunteers and contributors for inspiring us each day. Content provided by Jody Garnett, Astrid Emde, Marc Vloemans, Jeffrey Johnson and Cameron Shorter for this brochure. Graphics and design credit to Pim Tebbens (Get Interactive).

This brochure is © 2017 Open Source Geospatial Foundation and is licensed under [Creative Commons Attribution-ShareAlike 3.0 licence \(CC BY-SA\)](#). In keeping with these terms we would like to acknowledge:

- QGIS Cartography by Steve Bernard (Financial Times) via QGIS Case Studies Page
- Multivariate Alteration Detector via Orfeo ToolBox
- Select diagrams and photography by Jody Garnett (Boundless)
- All about Open Source, Version 2.0, UK Cabinet Office
www.cabinetoffice.gov.uk/sites/default/files/resources/All_About_Open_Source_v2_0.pdf
- QGIS Cartography from QGIS Map Design by Anita Graser and Gretchen Peterson