

Innovation Initiative

- <https://www.drupal.org/innovation>
- <https://www.drupal.org/project/innovation>

Overview and background

The Drupal Association's Strategic Plan for 2023-2025 focuses on making Drupal the most innovative web platform, doubling the number of "makers" organizations, tripling strategic product innovation contributions, and refreshing Drupal's leadership.

The plan emphasizes values such as empowering makers, equity, inclusion, accessibility, teaching, learning, trust, accountability, and gratitude.

Objectives include enhancing Drupal's innovation, global brand recognition, and leadership role with philanthropic funding. Strategies involve talent development, addressing contribution barriers, marketing to end-users, and fundraising. Metrics for success include increased contributions, revenue growth, and leadership renewal, aiming for significant impacts by 2025.

Goals and objectives

The key goals of the Innovation objective in the Drupal Association's Strategic Plan are to:

- triple the contributions to Drupal's strategic product innovation from 2022 to 2025
- double the number of organizations that are "makers" within the same timeframe
- ensure that 25% of Drupal's leadership in 2025 are individuals appointed to any leadership role for the first time within the past three years.

In February 2024 the Drupal Association [announced](#) and launched a [landing page](#) to spotlight and advance the initiative with a few key goals:

- **Exploring Innovation:** Delve into the latest projects, initiatives, and breakthroughs shaping the future of Drupal. From experimental features to groundbreaking modules, discover how Drupal continues to innovate and evolve.
- **Inspiration and Ideas:** Get inspired by the creative endeavors of our community members. Explore case studies, success stories, and thought-provoking articles that showcase the innovative spirit of Drupal enthusiasts worldwide.
- **Contributing to Progress:** Be part of the movement driving Drupal forward. Discover opportunities to contribute your skills, expertise, and ideas to the Drupal project and help shape its trajectory in the years to come.

Projects and Initiatives

Bounty Program

The goal of this credit bounty program is to explore introducing some of that guidance, increasing contribution in those areas where it really matters and, creating more impact to push Drupal innovation further.

More info:

- [Introducing: the bounty program](#)
- [Bounty program extension \(for innovative modules and ideas\)](#)

Contribution Health Dashboards

Contribution Dashboards measure several data points of information that we consider important for the contribution health of Drupal, and hence Drupal Innovation.

More info:

- <https://www.drupal.org/innovation/dashboards>

Contributor Guide

Curated list of strategic initiatives, issues and modules where your contribution should be more impactful.

More info:

- <https://www.drupal.org/innovation/contributor-guide>

Innovation Ideas

https://www.drupal.org/project/innovation_ideas

A place to propose non-core innovative ideas for Drupal and give them visibility across the whole community.

The goal of the Innovation Ideas project is to make Community-driven Drupal product management decisions more explicit and transparent. What we do to achieve this:

- Provide a dedicated place to propose non-core product changes

- Have a more structured format for discussing and weighing the relative impact of these proposals
- Create an implementation plan for large changes before writing most of the code to prevent rework, frustration and burnout :)

Innovation Hub

https://www.drupal.org/project/innovation_hub

A place to propose innovative ideas for Drupal and give them visibility across the whole community. Key objectives include:

- To stimulate innovation and aggregate initiatives into common goals.
- To give more visibility to initiatives that generate more interest, creating a medium-term vision for the community.
- The possibility of better-validating ideas and even concentrating resources on their development.
- To provide an overview of innovation in the community and the progress of each initiative.

To advance the goals of the Innovation initiative the project sought to build upon the foundation of ongoing and previous efforts and join forces with their contributors,

More info:

See the [Innovation Hub Planning doc](#) for more information.

Innovation Fund

[Ecosyste.ms Fund](#) that could be used for the following:

- Matching pool for Innovation Funding Rounds
- Collect and distribute funds to projects and initiatives surfaced on the Innovation Hub
- Collect and distribute funds to priority projects and initiatives.

More info:

- [Create a Drupal Innovation Fund on Open Collective](#)

Innovation Funding Rounds

The Drupal Association shared their strategic plan during a [public board meeting](#) at Drupalcon Pittsburgh. The plan revolved around ambitious objectives and goals for growing Drupal around innovation, marketing, and fundraising. One of the examples was the [Pitch-burgh innovation contest](#) that [provided funding to 5 projects](#) selected by judges and the Driesnote audience.

To build on the success of the pilot and help meet and exceed strategic goals, [we shared a proposal](#) with the Drupal Association recommending they leverage Open Collective and [Quadratic Funding](#), a crowd-funding mechanism that amplifies available resources by inviting community members to make donations (big or small) that act as votes on where to allocate funds. By partnering with the creators and organizations behind the innovative funding tools and model, the Drupal Association can create a robust ecosystem for fundraising, financial transparency, and community engagement.

More info:

- [Innovation Funding Rounds: Leveraging Democratic Funding to build on the success of the Pitch-burgh innovation contest](#)

Team

Innovation Team

<https://www.drupal.org/project/innovation>

- [Norah Medlin \(tekNorah\)](#) / [tekNorah](#)
- [Alex Moreno Lopez \(alexmoreno\)](#) / [Drupal Association](#)
- [Tim Hestenes Lehnen \(hestenet\)](#) / [Drupal Association](#)
- [Ricardo Marcelino \(rfmarcelino\)](#) / [Omibee](#)
- [Gus Austin \(gusaus\)](#) / [Drupal Contribution](#)

Innovation Working Group (Drupal Association board)

As listed on <https://www.drupal.org/association/board/committees>

- Nick Veenhof, Chair
- Dries Buytaert
- Rosa Ordinana
- Lenny Moskalyk
- Nikki Flores
- Mike Herchel
- Ryan Szrama
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Contributors/Advisors

- [Keegan Rankin \(MegaKeegMan\)](#) / [Agaric](#)
- [George Matthes \(watsonerror\)](#) / [ParityGen](#)

Reference/resources

Meeting Notes

Feb 15, 2024

https://www.drupal.org/project/innovation_ideas/issues/3421224

Long term desired outcome (ideal)

Overarching goal:

- Allow folks to fund projects on Drupal.org
- Allow organizations to receive credit for their support.

Which components are in scope for the discussion at this time?

- DrupalContribution.org
- OpenSocial migration
- Add additional modules or functionality and use it to Demo

What can we realistically do for or by DrupalCon?

- Could we integrate funding tools into Drupal.org?
 - Probably not in time for DrupalCon May.
- DrupalContribution.org
- Integrate FundOSS
 - Funding tools/Open Collective
- Integrate Innovation Ideas

Innovation ideas mockup: <https://www.drupal.org/files/innovideas.png>

- This has some really key components that give us some direction for our key functionality.
- Each 'Idea' card offers:
 - Voting
 - Sponsors
 - A link to one (or many?) Projects
 - A link to one (or many?) issues
 - Fundraising tools

Lego Ideas: <https://ideas.lego.com/> - an example of how projects can get voted on and turned into reality.

- Per George - there are always two pathways:
 - The tools to display projects to fund (the ebay auctions)
 - The actual boots on the ground fundraising process.

A challenge:

- Making sure the data model lines up from innovation ideas to the content types on Drupal.org
- DrupalContribution.org is not structured in the same way as Drupal.org
- There are entities and modules in use that might not match.

Action items:

- Determine what we use for the prototype dev sandbox?
- Drupalcontribution.org
- A new dev site entirely
- A drupal.org D10 dev site (if the infra is ready?)
- Do a data mapping of content types and fields from Drupal.org to Innovation Ideas.
- Define the touch points to Drupal.org project data as 'these will be entity reference fields'
- At some point we can re-adapt this to the real thing.

March 5, 2024

Slack logs - <https://drupal.slack.com/archives/C044NFB1Z63/p1709656216755229>

Notes/Summary

So far we've discussed that `tim@association.drupal.org` would be presenting the "innovation hub ideas" and related concepts to the DA board innovation working group next week. That is IF we were able to summarize our plan (see [#3421224](#)) and finish [our proposal](#) beforehand.

Innovation Working Group

There was also some discussion about the purpose and scope of the working group and clarified that it focuses on endorsing/approving initiatives and potentially allocating resources. We also clarified that no team members were part of the Innovation Working Group, except for Alex, who is the DA staff liaison to that group.

Innovation Initiative

The term "Innovation Initiative" was mentioned as a catch-all term for various programs or experiments related to innovation being tried. It was discussed that the work being defined can be considered part of the larger initiative.

Additionally, questions were raised about potential overlap with related initiatives, such as the [Community Enabler Initiative](#).

The discussion also touched on the establishment of a corresponding Drupal.org project for the innovation initiative and the utilization of the [#innovation](#) Slack channel for focused collaboration.

Overall, the chat centered around clarifying the scope and alignment of the proposed innovation hub concept with the board innovation working group, as well as evaluating potential overlaps with existing initiatives within the Drupal community.