# LF Energy Marketing Advisory Committee Shared Minutes | October 23, 2025

**Voting Members Attending:**

- **Sam Verloop, Alliander**

**Non-Voting Members Attending:**

- **Marco Möller, Pionix GmbH**

**Other Attendees:**

- Dan Brown, The Linux Foundation
- Ben Thomas, The Linux Foundation

**Quorum NOT Achieved**

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## Agenda

- **Call to Order (5 Minutes)**
- **General Updates (15 Minutes)**
- **Event Updates (20 Minutes)**
- **Closing and Next Meeting (5 Minutes)**

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## Meeting Notes

### Call to Order

- Dan opened the meeting and noted it would likely be a smaller group due to a newly scheduled OSPO working group kickoff overlapping with the MAC timeslot.
- The Linux Foundation antitrust policy notice was displayed; no questions were raised.
- The current MAC member list was briefly reviewed.

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## General Updates

### Webinars & Content

- **Upcoming webinars**
    - SEAPATH webinar confirmed for 13 November 2025.

- CoMPAS webinar confirmed for 3 December 2025; registration page in progress and promotion to begin shortly.

- **Recent news & blogs**
  - *LF Energy Summit North America 2025 recap*: "A Day of Connection, Innovation, and Open Collaboration."
  - *CoMPAS 0.25.0 release* – updated deployment with improved OpenSCD integration.
  - *Digital Substation Pt. 2 – Insights* blog published.

- **Case studies & ongoing content**
  - PowSyBl case study with LF Europe is now live.
  - Ben is publishing session recap posts based on videos from LF Energy Summit Europe; all EU Summit videos are already online.
  - Videos from LF Energy Summit North America are still pending delivery from Hydro-Québec (internal security / file transfer constraints); once received, they will be posted and used for additional content.

- **"LF Energy Story" narrative**
  - Ongoing collaborative piece capturing LF Energy's origin, milestones, and impact.
  - Submission deadline was extended; final deadline is October 24.
  - At the time of the meeting, there were ~16–17 submissions; the group is seeking broader diversity of contributors across the community.
  - Alliander has submitted several entries; members are encouraged to invite colleagues to contribute before the deadline.

- **Newsletters**
  - An October general newsletter is in preparation.
  - One additional member-only newsletter is being considered for December, depending on availability of member-specific content.
  - Dan invited ideas for items that are especially relevant to LF Energy members (as opposed to the broader public newsletter).

- **Website & tooling**
  - Content updates to all project pages are complete.
  - The LF web team is still working on a new global project-page template that will improve layout for news, videos, and other elements; rollout timing is pending.
  - Members were reminded of:
    - The event tracker (for suggesting additional events).
    - The comms/marketing request form for projects needing support.
    - The media coverage spreadsheet and website list of recent articles.

No additional comments were raised on general updates.

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## Wikipedia

- Dan recapped work on a draft of suggested factual updates to the LF Energy Wikipedia page:
    - Existing page text has been copied into a shared document and annotated with proposed edits.
    - Edits are intentionally limited to strictly factual updates that can be backed up with external references (e.g., articles, member sites), not LF Energy–hosted materials where possible.
- LF staff cannot directly update LF Energy's own Wikipedia page due to conflict-of-interest guidelines; updates need to come from community volunteers.
- Members were invited to:
    - Review the draft and comment or suggest changes by November 14.
    - Keep edits factual and include reference links for each change.
- After that date, the plan is to divide the proposed updates among volunteers who will submit them to Wikipedia.
- Marco confirmed he is willing to help once the draft is finalized, potentially leveraging contacts with Wikipedia experience. Dan will follow up when ready.

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## Event Updates

### LF Energy Summit North America

- Final registration: 91 attendees (above the internal target of 75).
- All slides are now available on the schedule.
- Videos are still pending from Hydro-Québec and will be published as soon as transfer issues are resolved.
- Post-event surveys were sent to participants for feedback.

### OSPOlogy Live France (Lyon, Nov 5–6)

- OSPOlogy Live France will be hosted by RTE in Lyon and organized by the TODO Group in partnership with LF Energy.
- Focus: educating utilities and energy stakeholders on open source best practices and OSPO topics in the energy sector.
- Capacity: 50 attendees; as of Oct 23, 36–37 had registered, leaving limited remaining seats.
- Notes and outcomes from roundtables will be made public and may inform future LF Energy messaging and project improvements.

### LF Energy Summit Europe 2026

- Planning is underway; while not yet officially announced, it is very likely that:
    - The event will be held during the week of September 13, 2026.
    - The likely location is Berlin, Germany (not yet formally confirmed).
    - Tentative pattern: Tuesday–Wednesday, e.g., 15–16 September.
- Compared to Aachen:
    - A larger venue is planned.
    - The event will likely remain two days, but an additional breakout track will be added rather than extending to three days.
- Earlier confirmation of dates and venue is a priority this year to help members with planning and sponsorship.

**FOSDEM & Brussels "Open Source Week"**

- FOSDEM 2026:
    - Dates: Jan 31–Feb 1, 2026 at ULB (Brussels).
    - An Energy DevRoom application was submitted by the usual LF Energy community group; decision expected Sunday/Monday after the meeting.
    - Multiple Linux Foundation projects are applying for tables; if approved, projects (including LF Energy) will share table space and leave collateral (e.g., stickers, flyers).
- Open Source Policy Summit & related events:
    - The EU Open Source Policy Summit (organized by OpenForum Europe) will be held January 30, 2026, the day before FOSDEM.
    - Dan encouraged community members interested in policy to request an invitation early, as the event is invite-only and oversubscribed.
    - The EU and various projects also organize additional open source–focused events throughout the week in Brussels, offering significant networking and policy engagement opportunities.

**Enlit Europe 2025 (Bilbao, Nov 18–20)**

- LF Energy is co-organizing an open source panel on Nov 18.
    - Confirmed panel participants include Savoir-faire Linux, Red Hat, RTE, Alliander, and a representative from Iberdrola, with potential additional research participation under discussion.
- LF Energy will host a happy hour on November 19:
    - LF Energy is coordinating with member organizations (including Alliander) to compile a list of attendees.
    - Sam asked if Alliander could invite promising startups/scale-ups they meet during Enlit; Dan confirmed this is welcome.
    - LF Energy will set the venue capacity slightly above the expected list (e.g., adding 20 extra spots) to allow for on-site invitations.

- Members on-site will be asked to provide stickers, flyers, and other collateral, which LF Energy will help coordinate and distribute.

### DISTRIBUTECH 2026 (San Diego, Feb 2–5)

- LF Energy will have a large shared booth sponsored by Aetheros.
    - Primary focus: GEISA project.
    - Dedicated spaces in the booth for: Aetheros, Savoir-faire Linux, Utilidata, Sense, and Southern California Edison to showcase GEISA-related work.
- A happy hour is also anticipated during DISTRIBUTECH.
- This sponsorship offsets the significant cost of exhibiting at the event and provides a strong GEISA / LF Energy presence at a major US T&D conference.

### Meetups

- Montreal meetup:
    - Hydro-Québec and Savoir-faire Linux have expressed interest in co-hosting a meetup in Montréal; no new updates were available at this meeting.
    - LF Energy remains ready to support logistics and promotion when dates are set.
- Other regional meetups:
    - Dan reiterated LF Energy's willingness to help organize meetups in other regions (project-specific or general LF Energy / open source–for–energy themes).

### Smart Grid Forums (March 2026)

- Sam noted that Alliander has registered for an upcoming Smart Grid Forums event (early 2026, likely March).
- She offered to share a list of participating companies (but not individual names) with LF Energy.
- Confirmed participation:
    - Alliander: Jonas will speak, with another Alliander talk focused on OT security.
    - RTE is also speaking; they may "join forces" with Alliander on some topics.
- The organizer is still seeking speakers on:
    - Supply chain
    - Workforce
    - Smart metering
    - Energy storage
- Dan noted there is no open CFP; speaker slots are curated. He will flag these topic needs to Alex and

explore potential fits (e.g., for smart metering or storage–related projects).

No additional event items were raised.

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## Other Business

- **2026 Marketing Plan**
    - Dan indicated that work on the 2026 LF Energy marketing plan will begin in November.
    - The aim is to bring an early draft to the next MAC meeting for discussion and input.
- **Next Meeting Date (Thanksgiving Conflict)**
    - The next MAC meeting was originally scheduled for November 27, 2025, which falls on the US Thanksgiving holiday.
    - While this does not affect all members, Dan recommended moving the meeting to December 4, 2025 to avoid conflicts.
    - He will send a note via email to confirm the change, barring any strong objections.
- **OpenSTEF 4.0 Release Planning**
    - Sam shared that OpenSTEF 4.0 will be a major release ("basically everything changed" except the core idea), and Alliander is planning the launch strategy (scope, steps, and level of ambition).
    - She asked if there is anyone within LF Energy she could speak with to gather input and best practices.
    - Dan confirmed LF Energy would like to "make a splash" for a major OpenSTEF release and offered to collaborate closely.
    - Sam will schedule a separate planning meeting with Dan to align on launch activities.

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## Action Items

- **Wikipedia**
    - All: Review the draft LF Energy Wikipedia update document and provide comments/suggestions by November 14.
    - Dan to notify Marco and others when the text is ready for volunteer submissions and coordinate the next steps.
- **Enlit Europe**
    - Dan to continue coordinating the Enlit happy hour and collect attendee lists from members (including Alliander).
    - Members onsite to provide collateral (stickers, flyers, etc.) for distribution.
- **Smart Grid Forums**

    - Sam to send the list of participating companies and topics still needing speakers to Dan.
    - Dan/Alex to consider potential LF Energy speakers/projects for smart metering, storage, and other gaps.

- **2026 Planning**
    - Dan and Ben to work on the 2026 LF Energy marketing plan and prepare a draft for discussion at the next MAC meeting.

- **OpenSTEF 4.0**
    - Sam to schedule a separate call with Dan to plan the OpenSTEF 4.0 launch and associated communications.

- **Meeting Reschedule**
    - Dan to propose moving the next MAC meeting from November 27 to December 4, 2025 via email and confirm with the group.

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## Next Meeting

- Originally scheduled: Thursday, 27 November 2025 – 07:00 US Pacific / 10:00 US Eastern / 16:00 Central European Time.
- Recommendation: Move to Thursday, 4 December 2025 due to the US Thanksgiving holiday; final confirmation to follow via email.