Drupal Sustainability Team: Strategy and Roadmap (working doc)

Introduction

As Drupal approaches its 23-year anniversary, it is crucial to address the pressing issue of sustainability within the Drupal ecosystem. We propose the establishment of the Drupal Sustainability Team, a formal team dedicated to making Drupal and its community leaders in sustainability. This Team aims to raise awareness about the environmental impact of web development, provide guidance for sustainable event organization, promote the development and use of eco-friendly themes and modules, and ensure economic sustainability for projects, groups, organizations, and individual contributors. By taking proactive measures, Drupal can set an example for other open-source projects and demonstrate its commitment to building a more sustainable and economically viable open web.

Rationale

Drupal has always strived to create a better web for everyone, and sustainability presents a new challenge that cannot be ignored. In addition to environmental concerns, it is essential to address the economic sustainability of projects, groups, organizations, and individual contributors within the Drupal community. By establishing a Sustainability Team, Drupal can support the long-term viability and success of its ecosystem.

Collaboration

The Sustainability Team will work in collaboration with existing Drupal teams such as accessibility, performance, and community, ensuring that sustainability is integrated into their workflows and projects. By partnering with these teams, we can foster a sustainable and economically viable mindset throughout the Drupal ecosystem. This collaborative approach aligns with Drupal's core values and promotes a holistic understanding of sustainability.

Learning from Comparable Programs

Drawing inspiration from existing sustainability initiatives, such as the [WordPress Sustainability Team](#) and other comparable programs, the Drupal Sustainability Team can leverage best practices and adapt them to address economic sustainability. By studying successful economic sustainability models from similar initiatives, we can ensure the viability and growth of Drupal projects, groups, organizations, and contributors.

Objectives

The Drupal Sustainability Team aims to achieve the following objectives, which include economic sustainability considerations

Awareness and Education

Raise awareness about the environmental impact of web development and the role Drupal plays in it. We also need to address the environmental and economic realities of the community that maintains it. This can be achieved through blog posts, social media campaigns, and educational resources. By providing information and resources, we can empower the Drupal community to make informed decisions that prioritize both environmental and economic sustainability.

Sustainable Event Organization

Provide guidance and support for event organizers to plan and execute Drupal events in a more sustainable and economically viable manner. We will develop a section on sustainability within the Drupal Community Handbook, offering event organizers practical tips and resources that consider both environmental and economic sustainability. This will include both ways to reduce the environmental impact, and also provide cost-saving measures, sponsorship strategies, and sustainable revenue generation ideas.

Eco-friendly Themes and Modules

Encourage the development and promotion of eco-friendly themes and modules within the Drupal ecosystem while also considering their economic viability. We will collaborate with module and theme developers to create guidelines for eco-friendly design and functionality, ensuring that economic considerations are incorporated. This includes evaluating the long-term economic sustainability of modules and themes, and potential revenue streams.

Economic Sustainability for Projects, Groups, Organizations, and Individual Contributors

Focus on the economic sustainability of Drupal projects, groups, organizations, and individual contributors within the ecosystem. This includes promoting sustainable business models, exploring funding opportunities, encouraging fair compensation practices, and providing resources and support for monetization strategies. By addressing economic sustainability, we can create a thriving Drupal ecosystem that benefits all stakeholders.

Resource Needs

Team Members and Commitment

At the heart of the Drupal Sustainability Team is the dedication and passion of its team members. We understand that individuals have varying levels of availability and commitments, and we believe in providing flexibility to accommodate their schedules and personal commitments. Team members will have the opportunity to control their commitment by pledging an amount of time that aligns with their availability and other responsibilities.

- Name and/or d.o. user
  - Interest area(s): list and prioritize sustainability areas (Environmental, Events, Economic) you'd like to focus on
  - Role(s): list any contributor roles that interest you
  - Sponsor(s): provide marketplace link if you'd like the sponsor to be credited
  - Time commitment/month (average monthly time commitment: include a range if your commitment could increase if your time was sponsored)
- Mike Gifford (mgifford) / https://www.drupal.org/u/mgifford
  - Interest area(s): Reducing page size, supporting authors to make better CO2 choices and aligning this with an understanding of a good experience for everyone. Supporting adoption of emerging W3C SustyWeb Standards.
  - Role(s): Environmental Sustainability Specialist
  - Sponsor(s):
  - Time commitment/month: 2-4hrs/month
- Gus Austin (gusaus) / https://www.drupal.org/u/gusaus
  - Interest area(s): Economic, Events, Environmental
  - Role(s): Community Liaison, Sustainer, Team building and partnerships
  - Sponsor(s): Drupal Contribution Group (https://www.drupal.org/drupal-contribution)
  - Time commitment/month: 40 - 60 hrs/month
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Team Roles

Project Manager

Responsible for coordinating activities, and ensuring the progress of priority projects, initiatives, and tasks on our roadmap.

Community Engagement Coordinator

Facilitates collaboration with existing Drupal teams and the wider community, fostering cross-team cooperation and participation.

Content and Communication Coordinator

Manages the creation and dissemination of educational materials, blog posts, and social media campaigns to raise awareness about sustainability and economic considerations.

Environmental Sustainability Specialist

Expert in environmental issues and sustainability practices, who can guide and advise on eco-friendly initiatives and strategies.

Event Sustainability Specialist

Experienced in sustainability of events, providing insights and recommendations for supporting events within the Drupal ecosystem.

Economic Sustainability Specialist

Experienced in financial and economic sustainability, providing insights and recommendations for supporting economic viability within the Drupal ecosystem.

Funding Requirements

To sustain the Drupal Sustainability Team and support its projects, funding will be essential. The following are potential funding sources and their estimated contributions.

Drupal Association Funding

Seek support from the Drupal Association, which has a vested interest in fostering sustainability within the Drupal community. The Drupal Association could allocate a portion of its budget to the Sustainability Team, enabling us to provide stipends or compensations for team members with substantial commitments.

Corporate Sponsorships

Explore partnerships with organizations and businesses that value sustainability and support open-source initiatives. Corporate sponsors can provide financial contributions or in-kind support to cover expenses related to events, resources, and operational needs. Funding from corporate sponsorships can also facilitate mentorship opportunities and training programs for

team members, allowing them to enhance their skills and knowledge while contributing to the Team.

Community Donations

Encourage donations from the Drupal community members who are passionate about sustainability and its integration into Drupal projects. Regular contributions, even small ones, can accumulate to support ongoing initiatives. Community donations can directly impact the team's success by providing resources for team members to attend conferences, workshops, or training sessions related to sustainability and economic viability.

Grants and Funding Programs

Investigate opportunities for grants and funding programs that align with the Sustainability Team's goals. Many organizations offer grants for sustainability-related projects, and securing such funding can provide substantial support for the Team's projects and activities. Grants can also enable the initiative to offer additional incentives or resources to team members, recognizing their valuable contributions.

Team Progress and Activities

The Drupal Sustainability Team has already made significant progress towards its goals, including economic sustainability considerations

Establishment of Slack Channel

We have created a dedicated [#sustainability-team](#) Slack channel within the Drupal community to foster discussion and collaboration among sustainability enthusiasts, including economic sustainability experts. The channel has already gained [X] members within [X] months, indicating the growing interest in sustainability and economic viability within the Drupal community.

Weekly Meetings

We hold weekly Slack meetings every [Day of the week] at [Time] UTC to discuss ongoing sustainability efforts, share updates, and collaborate on initiatives, including economic sustainability initiatives. Meeting notes are regularly recorded and shared for transparency and knowledge sharing.

Collaboration on Documentation

Multiple contributors are actively working on a comprehensive document to make Drupal events more sustainable and economically viable. This resource will provide event organizers with practical suggestions and tips for hosting events that consider both environmental and economic sustainability. Once finalized, the document will be shared with the Drupal Community Team and integrated into the Drupal Event Organizer Handbook.

Engagement with Module Developers

We have engaged with module developers to discuss sustainable practices and the economic viability of modules. By collaborating with the Drupal module development community, we can encourage the creation of economically sustainable modules that also prioritize environmental sustainability. This includes discussions on pricing models, revenue streams, and sustainability in the long term.

Next Steps

To further advance the Drupal Sustainability Team, we propose the following next steps, with a focus on economic sustainability

Formalize the Drupal Sustainability Team

Establish the Drupal Sustainability Team as an official team within the Drupal community, ensuring that economic sustainability is a core consideration. This formalization will provide visibility, support, and recognition for sustainability efforts, including economic sustainability initiatives, and encourage more contributors to join and engage with the team.

Expand Collaboration

Continue collaborating with existing Drupal teams, including accessibility, performance, and community, to integrate economic sustainability practices into their workflows and projects. This cross-team collaboration will foster a sustainable and economically viable mindset throughout the Drupal ecosystem, benefiting all stakeholders.

Resource Development

Create a dedicated section on economic sustainability within the Drupal website, providing educational resources, best practices, and case studies on achieving economic sustainability in the context of Drupal projects, groups, organizations, and individual contributors. These resources will empower Drupal users and contributors to make informed decisions that consider both environmental and economic sustainability.

Strategic Partnership and Collaboration

Establish partnerships and solidify collaborations with projects, groups, initiatives, programs, and organizations with an overlap in focus, strategy, or support area. By collaborating with these organizations, we can explore funding opportunities, sponsorship programs, and mentorship initiatives to support the economic sustainability of Drupal projects, groups, organizations, and individual contributors.

Drupal groups and organizations

Community groups and organizations in the Drupal Community with overlapping goals or capacity to support.

- Organizations
  - Drupal Association
  - Drupal Contribution Group
  - TheDropTimes
  -
  -
- Drupal community (groups and initiatives)
  - Accessibility
  - Community Working Group
  - Documentation
  - Drupal Diversity
  - Drupal Open Learning
  - Event Organizers
  - Marketing
  - Mentoring
  - Promote Drupal
  - Sustain Drupal

Open source groups and organizations

Community groups and organizations in the open source ecosystem with overlapping goals or capacity to support.

- GitHub
  - [GitHub Sponsors](#)
  - [GitHub Accelerator](#)
- [CHAOSS](#)
- [Outreachy](#)
- [OpenSauced](#)
- [Open Collective open source ecosystem](#)
  - [Open Source Collective](#)
  - [Open Collective Foundation](#)
  - [Sustain](#)

- [FundOSS](#)
- [Community Contributor Group](#)

Conclusion

The Drupal Sustainability Team presents a critical opportunity for Drupal to become a leader in sustainable web development, encompassing both environmental and economic sustainability. By establishing a formal team and implementing the proposed objectives and roadmap of priority projects, Drupal can demonstrate its commitment to building a more sustainable and economically viable web for the future. By addressing economic sustainability, promoting eco-friendly practices, and collaborating with the community, Drupal can set an example for other open-source projects while ensuring the long-term viability and success of its ecosystem. We invite the Drupal community to join this team, provide feedback, and actively participate in making Drupal a more sustainable and economically viable ecosystem. Together, we can create a greener and economically sustainable web for everyone.

Roadmap

In progress

Drupal Open Collective

- Issue - https://www.drupal.org/project/sustainability/issues/3377002
- Team
  - Gus Austin / gusaus
  - Tim Lehnen / hestenet
  -

- Partners/Sponsors
  - [Sustainability Team](#)
  - [Drupal Association](#)
  - [Open Collective](#)

Goals/Objectives

Help create, market, and manage a top-level Drupal collective.

FundDrupal

- Issue - https://www.drupal.org/project/sustainability/issues/3376257
- Team
    - Gus Austin / gusaus
    - Tim Lehnen / hestenet
    -
- Partners/Sponsors
    - Sustainability Team
    - Drupal Association
    - Open Collective
    - supermodular

Goals/Objectives

Leverage Open Collective and Quadratic Funding for ongoing fundraising rounds.

Community Enabler Initiative

- Issue - https://www.drupal.org/project/sustainability/issues/3325045
- Team
    - Gus Austin / gusaus
    - Tim Lehnen / hestenet
    -
- Partners/Sponsors
    - Sustainability Team
    - Funding Tools (Open Collective)
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Goals/Objectives

Creating tools and resources that will better enable Drupal to organize, grow, and sustain.

Guides and documentation
- Extend the Drupal contributor guide to include a Sustainability section.
    - Governance and spending policies
    - Compensation structure for employees and contractors
- Create contributor roles and skills related to sustainability.
- Create new or extend existing sections and guides on creating sustainable events and economic sustainability guidelines.
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Funding tools and crediting system
- Enable organizations and individuals to pledge time and funds.
- Enable organizations and individuals to receive credit by extending the crediting system.

Scoping

SustainDrupal

- Issue - https://www.drupal.org/project/sustainability/issues/3099877
- Team
  - ○
- Partners/Sponsors

Goals/Objectives

Encourage organizations to contribute back to core and community in the form of funds or employee time.

Drupal Dojo revival: New Contributor and Mentoring Funnel

Goals/Objectives

Reviving the largest and most successful mentoring group to create a safe landing spot and collaboration ground for new contributors. Provide a variety of free training and mentoring options along with a bridge to paid career or contribution opportunities.

Ideas

Eco-friendly Module Repository

Collaborate with module developers to create an eco-friendly module repository that showcases environmentally and economically sustainable modules. Promote the repository to the Drupal community to encourage the use of eco-friendly and economically viable modules.

Funding Opportunities Database

Create a database of funding opportunities, sponsorships, and grants available to support Drupal projects, groups, organizations, and individual contributors. Work with funding organizations to keep the database up-to-date and relevant.