

Commons Open Business & Sustainability Models



Procomuns

Barcelona, 28 June 2017

Wouter Tebbens





Photo: CC0

Market – State – Commons



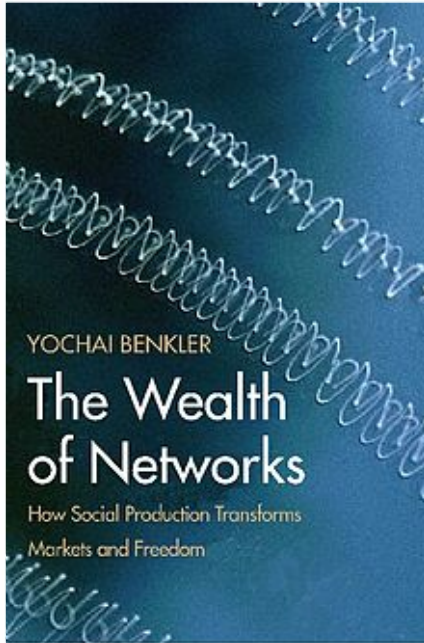
2009, **Elinor Ostrom** receives Nobel Prize for her research on commons governance models

Commons

A community resource system characterised by:

- Self management (~ commons governance)
- Accessible membership
- *Shared* knowledge
- Members have a right to participate, use, contribute to and fork (~ replicate)

Peer Production (p2p)



Yochai Benkler, CC BY-NC-SA



Foto by Joi Ito, CC BY

- Internet reduces the transaction costs for collective action
- Peer production as a third mode of production
- CBPP: Commons-based Peer Production

Free Software a.k.a. O.S.S.*

Four Freedoms assure the right:

- to use for any purpose
- to adapt to your personal needs
- to copy and share
- to distribute modified versions

* Debian Free Software Guidelines → Open Source Definition

Free Licenses



- GNU General Public License (GPL)
- GNU Free Documentation License (FDL)
- GNU Affero General Public License (AGPL)
- Creative Commons BY / BY-SA (CC)
- **CERN** Open Hardware License (OHL)



FSF: <https://www.fsf.org/licensing/>

OSI: <https://opensource.org/licenses>

Free Cultural Works: <http://freedomdefined.org/Licenses>

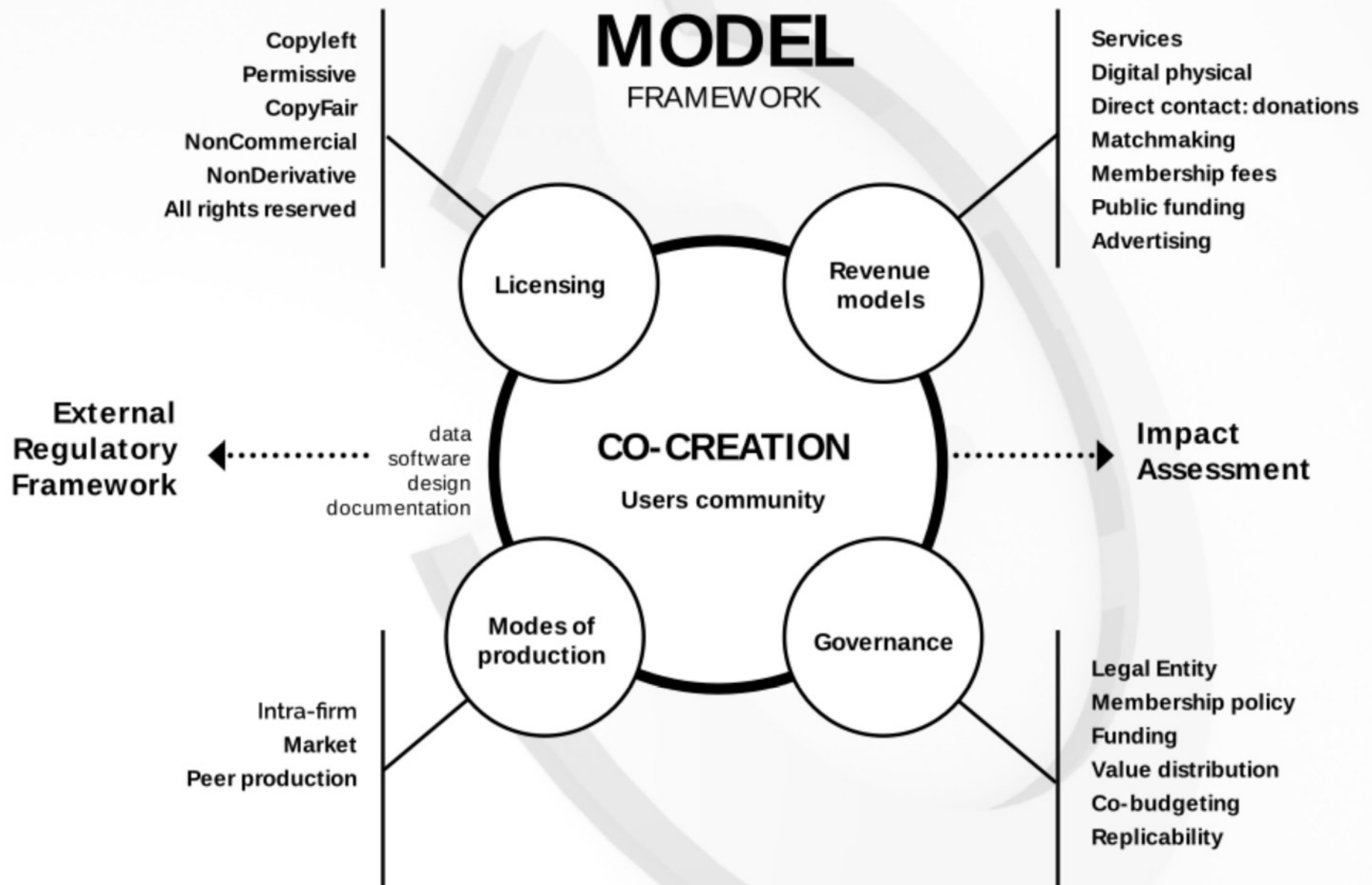
OSHW: <http://freedomdefined.org/OSHW> = <http://www.oshwa.org/definition/>

Free and Open Licenses

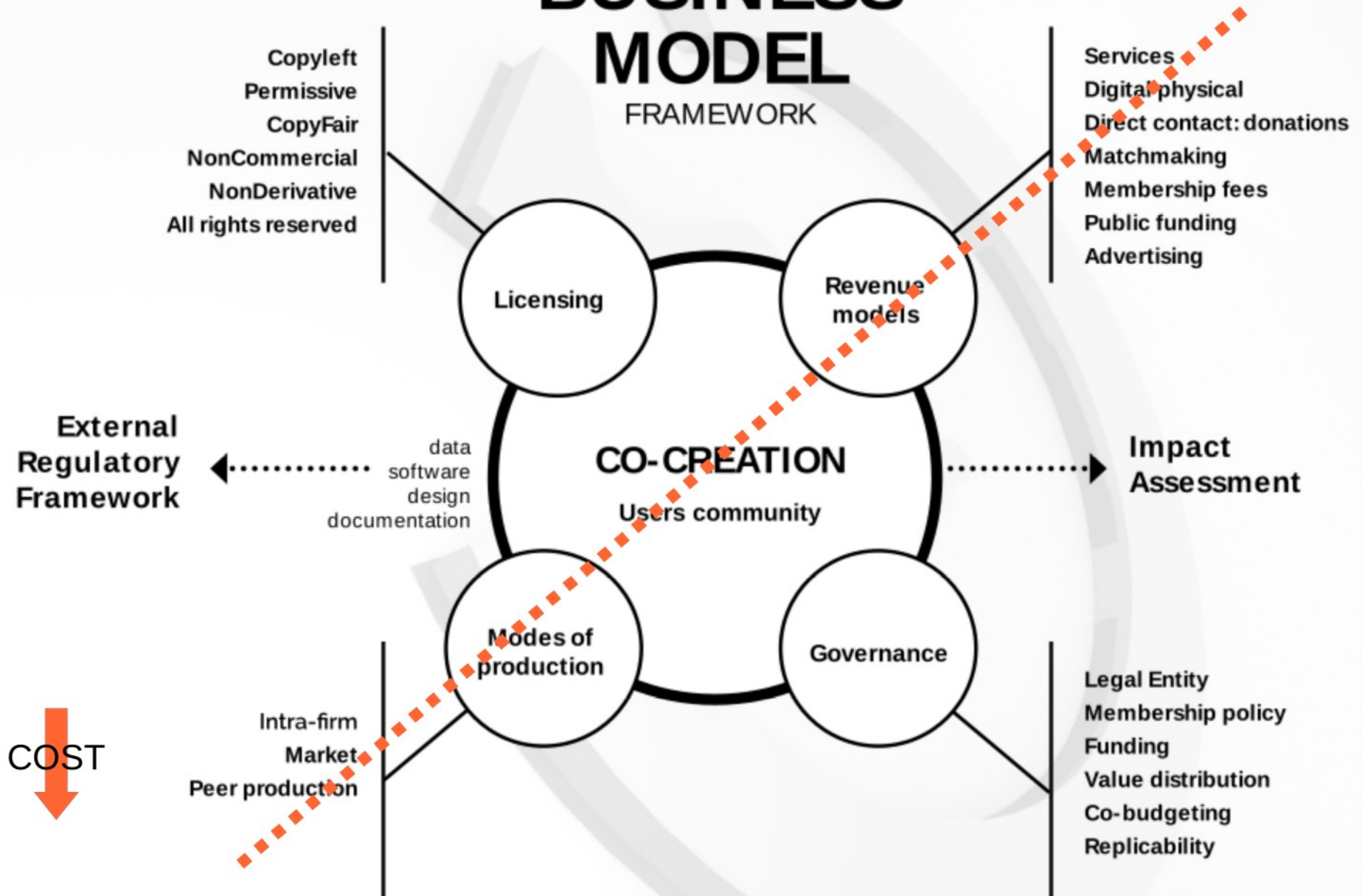
- Free licenses:
 - Rights: 4 freedoms*
 - Obligations: attribute authorship
- Copyleft, ShareAlike:
 - Obligation: modified/derivative works have to provide the same rights to others
- Permissive:
 - No obligations
- Open license:
 - Permits copying, but with *some rights reserved*:
 - NC: Non-Commercial
 - ND: No Derivative works
- Copyfair:
 - Like NC but allows commercial usage by companies owned by workers, cooperatives, non-profits, ...

*) <http://freedomdefined.org/Definition>

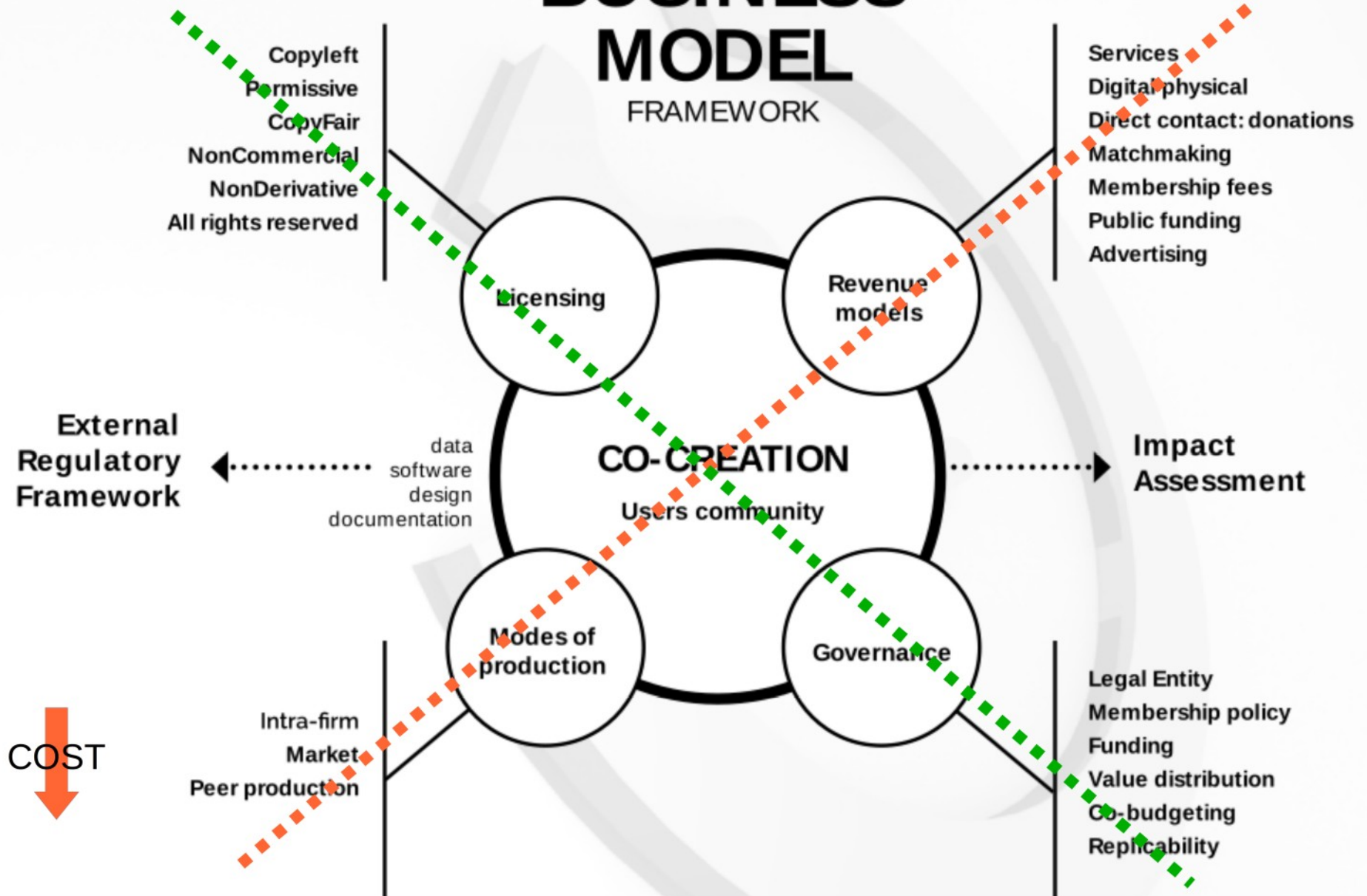
COMMONS/ OPEN
**BUSINESS
MODEL**
FRAMEWORK



COMMONS/ OPEN
**BUSINESS
MODEL**
FRAMEWORK



COMMONS/ OPEN
**BUSINESS
MODEL**
FRAMEWORK



Arduino Ecosystem



Case: Arduino



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NonCommercial
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All rights reserved

software: ASL, MIT, GPL, LGPL, BSD
 design & documentation: CC BY-SA

data
 software
 design
 documentation

Licensing

Revenue models

Services
Digital physical
Direct contact: donations
Matchmaking
Membership fees
Public funding
Advertising

Arduino Certified
Sale of products

CO-CREATION

Users / community

Modes of production

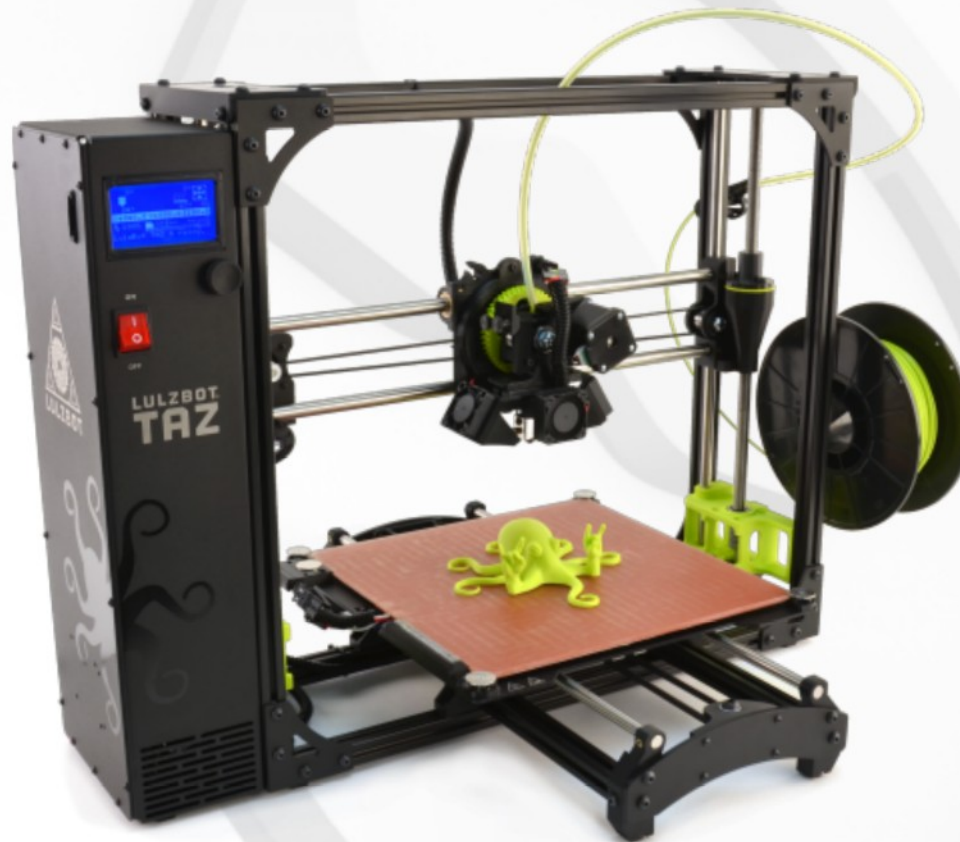
Governance

Intra-firm
Market
Peer production

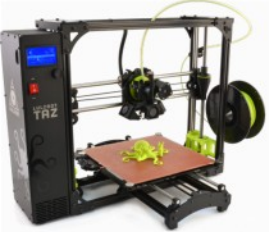
software: p2p
 design / documentation: p2p
 physical products: intra-firm + market

Legal Entity
Membership policy
Funding
Value distribution
Co-budgeting
Replicability

Arduino LLC
Free members
not shared
many replicas



Aleph Objects, Inc. ranked No. 122 on Inc. Magazine's 35th annual Inc. 500, a ranking of the fastest-growing private companies in the United States. Aleph Objects achieved 2,782 percent three-year sales growth.



Case: Lulzbot



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 All rights reserved

Services
 Digital physical
 Direct contact: donations
 Matchmaking
 Membership fees
 Public funding
 Advertising

Training, consultancy
 Sale of products

software: GPLv3
 design & documentation: CC BY-SA

data
 software
 design
 documentation

Licensing

Revenue models

CO-CREATION

30,000 posts and over 4,000 active members
 Users / community

Modes of production

Governance

Intra-firm
 Market
 Peer production

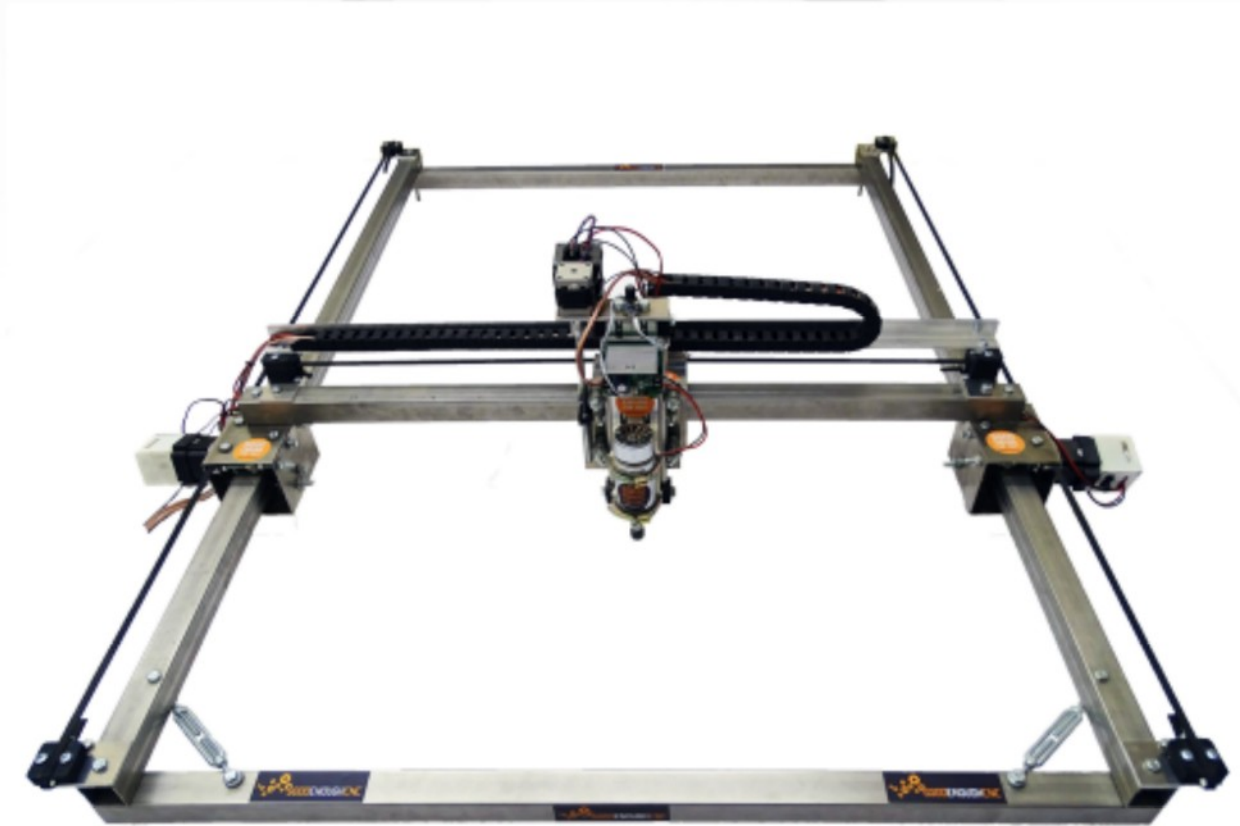
Legal Entity
 Membership policy
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 Value distribution
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 Replicability

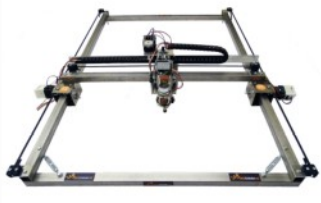
Aleph Objects Inc
 Free members
 not shared
 Replica of RepRap

software: p2p
 design / documentation: p2p
 physical products: intra-firm + market

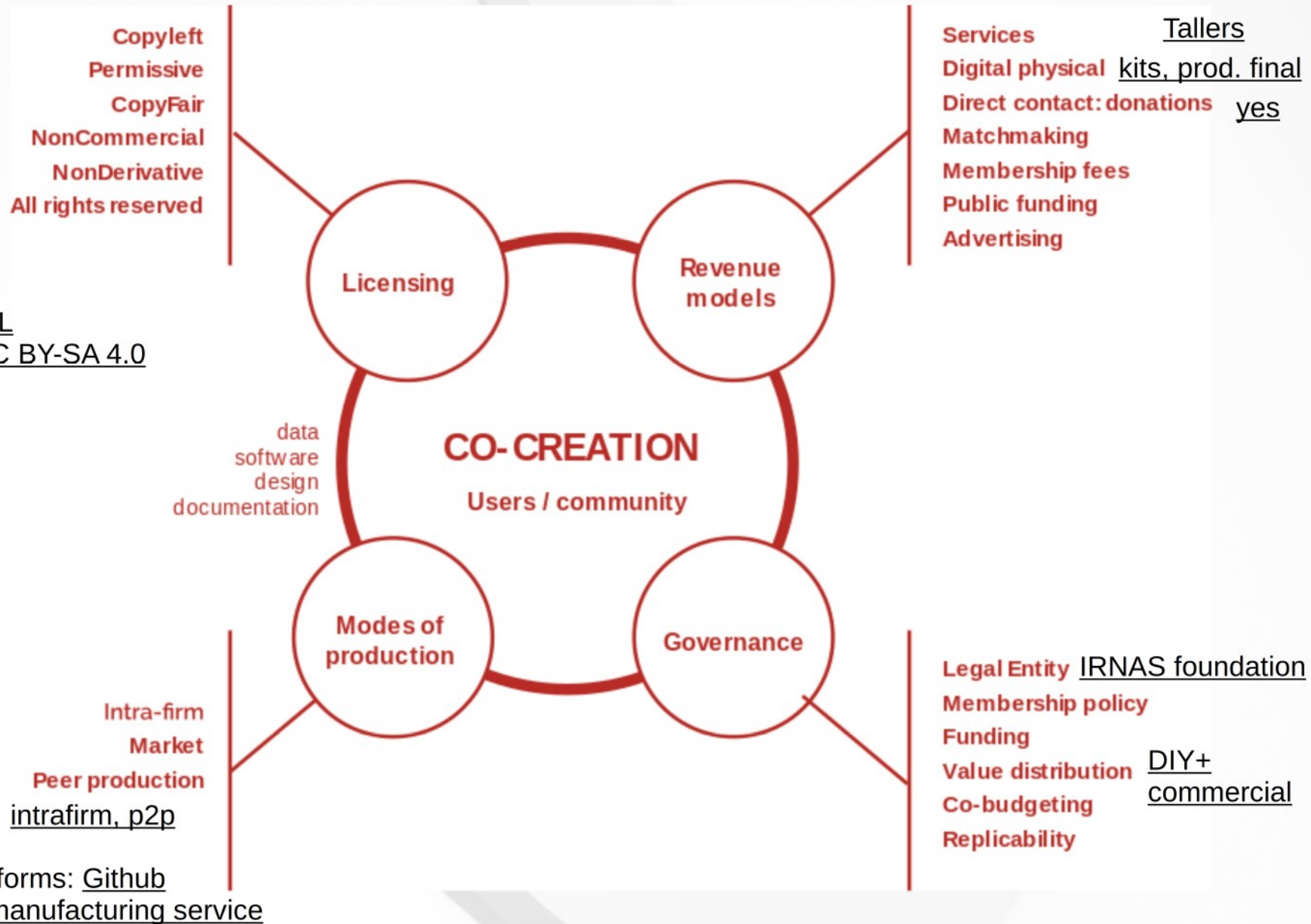


GoodEnoughCNC



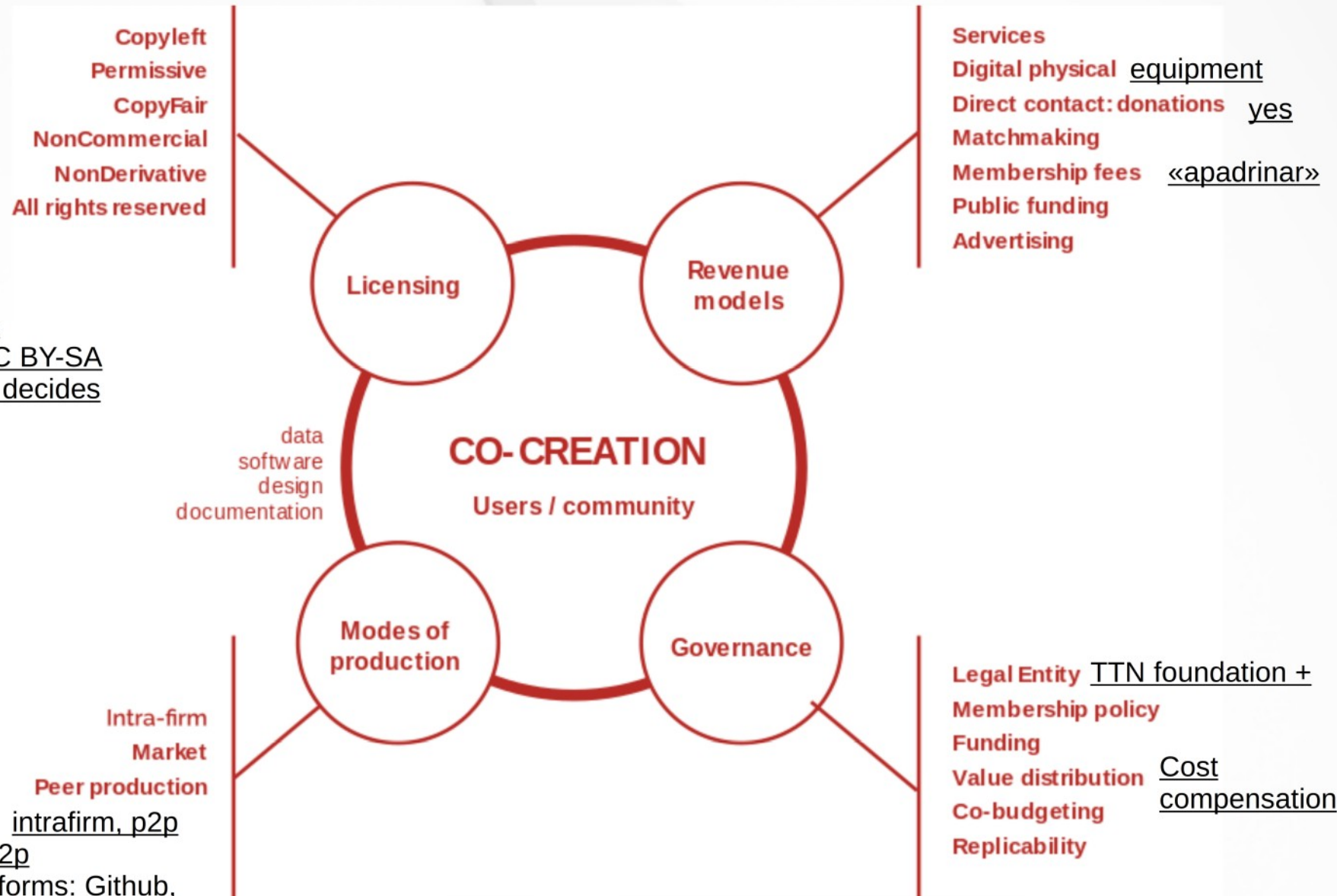


Case: GoodEnoughCNC





Case: The Things Network



software: MIT
 design: CC BY SA
 documentation: CC BY-SA
 data: every owner decides

physical products: intrafirm, p2p
 network service: p2p
 collaborative platforms: Github,
TTN web, backend

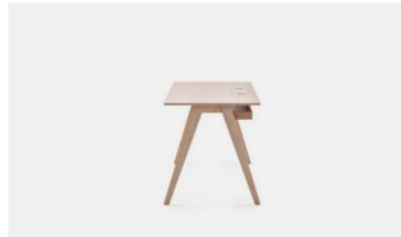
OpenDesk.cc



All Desks Tables Storage Seating



Lean Desk



Studio Desk



Divide



Meeting Table



Unit Table



Team Desk



Cafe Table



Lift Standing Desk



Layout Table



Olivia Desk



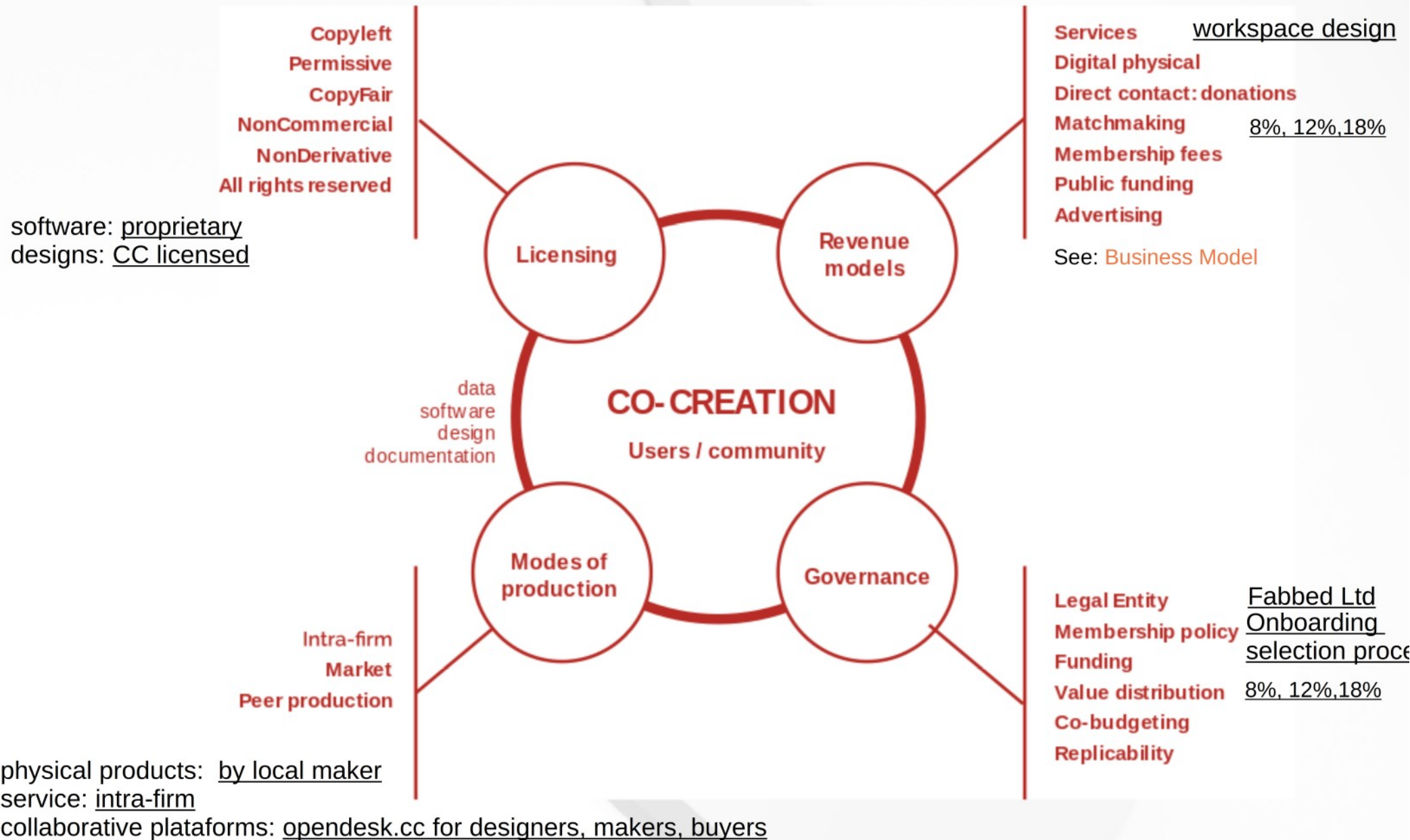
Valovi Chair



Edie Set

<https://www.opendesk.cc/unit/unit-table>

Case: OpenDesk.cc



MODEL DE SOSTENIBILITAT PROCOMÚ

