

Strategic Approach to Demonstrating the Value of Open Source Efforts

OSSummit EU in Prague 2026

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<https://chaoss.community/practitioner-guide-demonstrating-org-value/>

 <https://chaoss.community/>

 <https://github.com/chaoss>

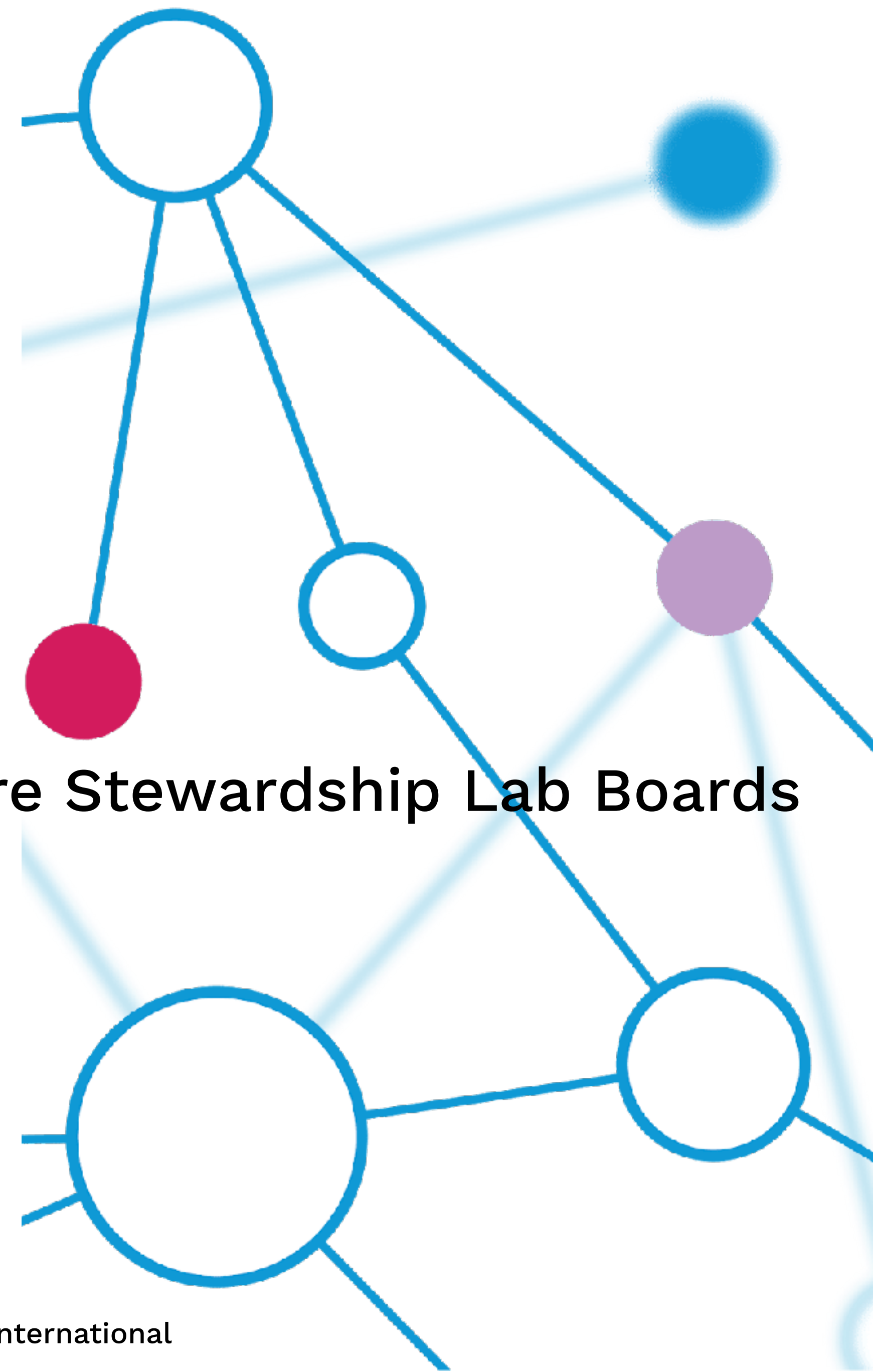
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Whoami



- Geek, traveler, reader
- 30+ yr tech career focused on open source (VMware, Intel, Puppet, ...)
- Open Source Strategy Consultant
- OpenUK Board
- Software Stewardship Lab Director
- CHAOSS Board and WG lead
- Previous CNCF TAG Co-Chair
- PhD on Linux kernel collaboration

Photos by Mom, the Linux Foundation, and me

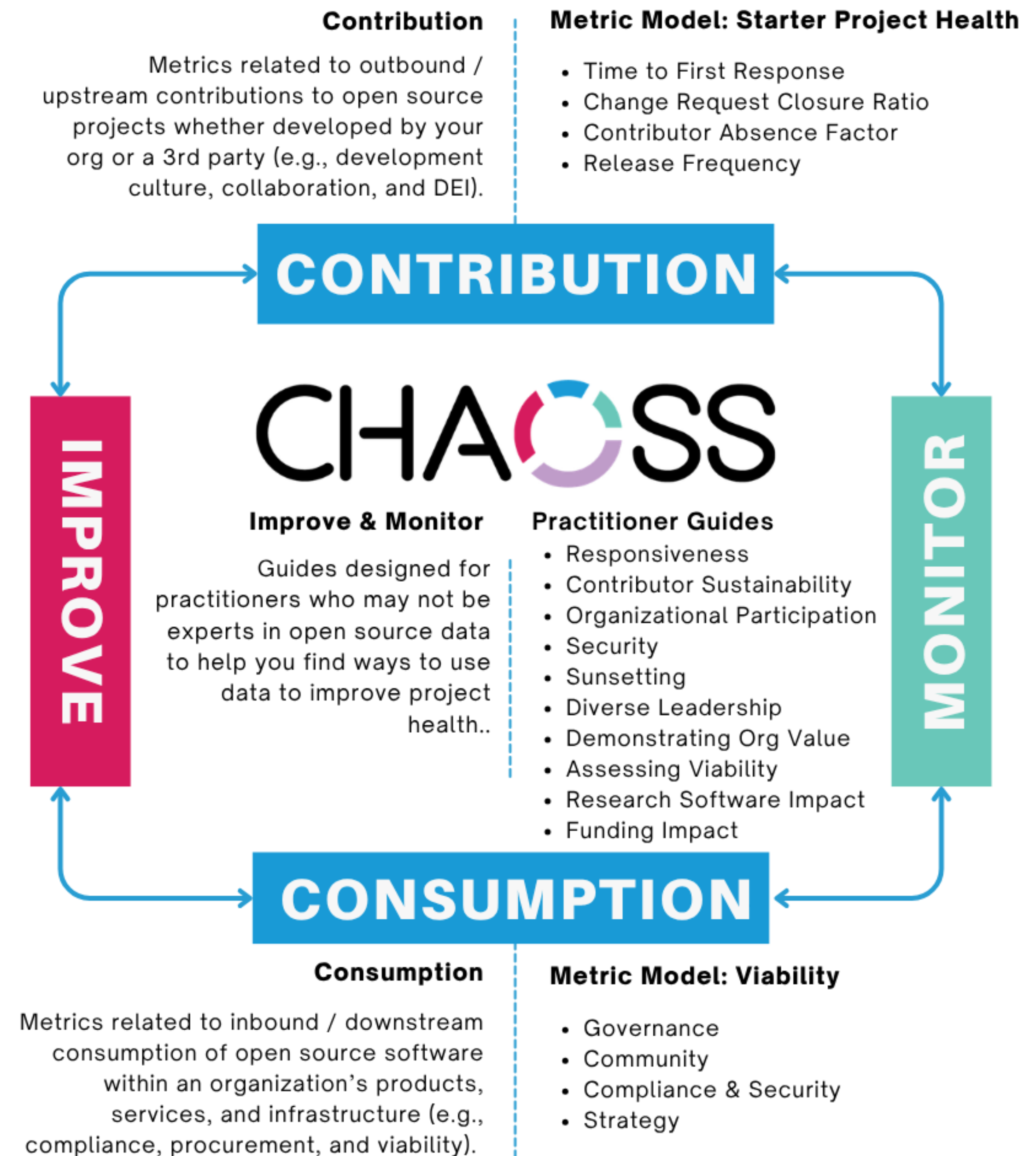
Agenda

- **Demonstrating organizational value**
- **Goal Alignment**
- **Prioritization, criticality, & health risk**
- **Framing the Value**

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Practitioner Guides

Practitioner Guides to improve your work in open source



Demonstrating Org Value

Organizations need to show the value of their open source engagements to continue them over the long periods of time needed to sustain OSS efforts.



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Organization: Goal Alignment

Align with organizational goals
to demonstrate OSS value
to your leadership



Example: Org Goal Alignment

Aligning Pivotal's
company / product
goals with upstream
Kubernetes
contributions



Image by the [CNCF](#) CC BY-NC 2.0

@geekygirl dawn

Funders: Goal Alignment

OSPO plans may also
need to align with
funders' goals



Other Goal Alignment

**Stakeholders may also
include policy makers,
public constituents,
and others**



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Criticality

Note: This has nothing to do with the OpenSSF Criticality Score

Determine which open source projects are the most critical for your organization

Priority = Criticality X Health Risk



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Criticality

Note: This has nothing to do with the OpenSSF Criticality Score

Criticality is about
strategic projects

Could you easily
drop in a replacement?

Priority = Criticality X Health Risk



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Criticality: University

Note: This has nothing to do with the OpenSSF Criticality Score

Research software impact,
educational outcomes,
funding opportunities,
and more



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Criticality: Public Sector

Note: This has nothing to do with the OpenSSF Criticality Score

Infrastructure and applications
for public services, support for
broader initiatives (dig sov),
compliance, and
competency center



Project Health Risk

Assess open source project health risk to understand which projects might need your contributions

Priority = Criticality X Health Risk

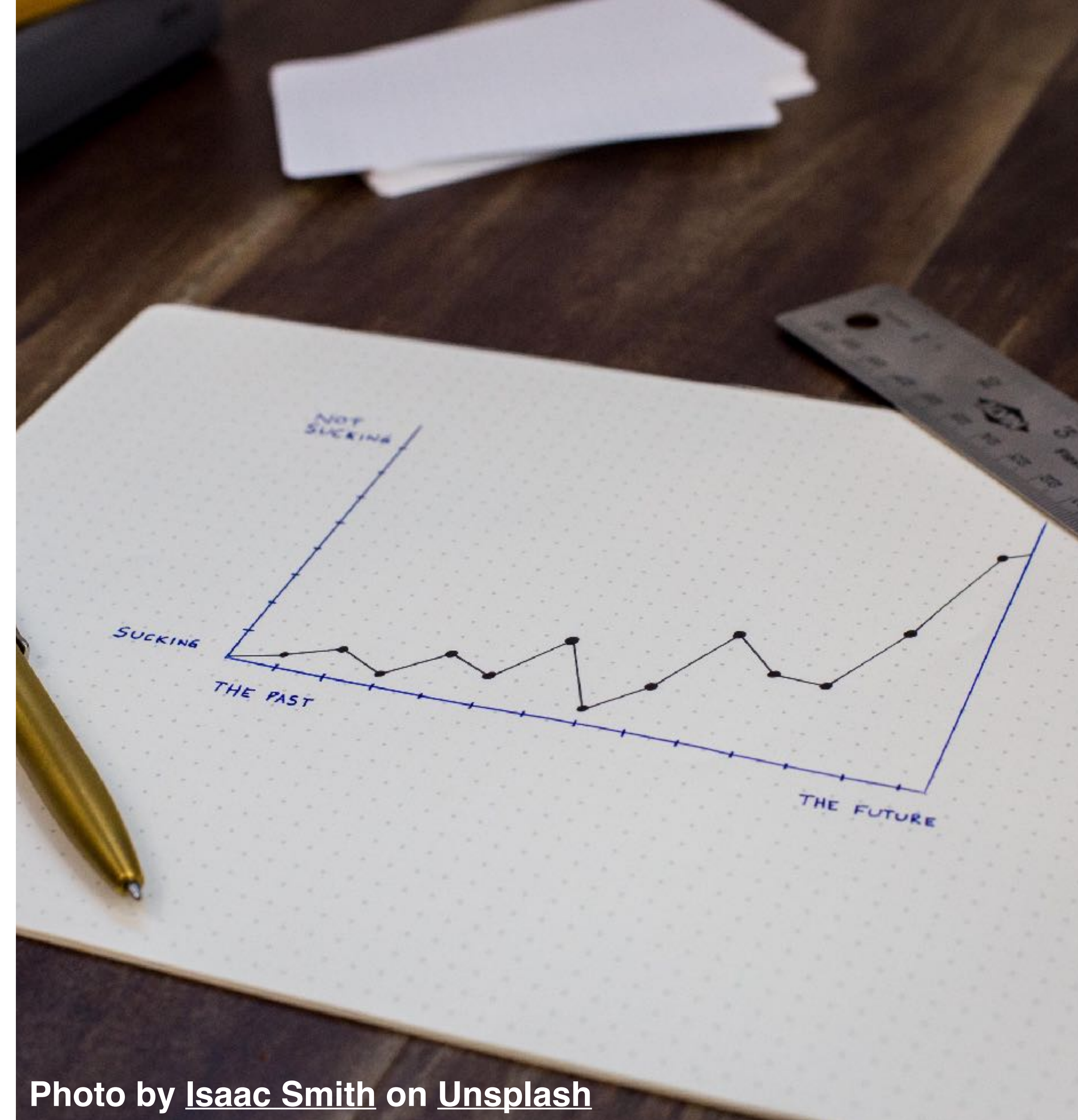
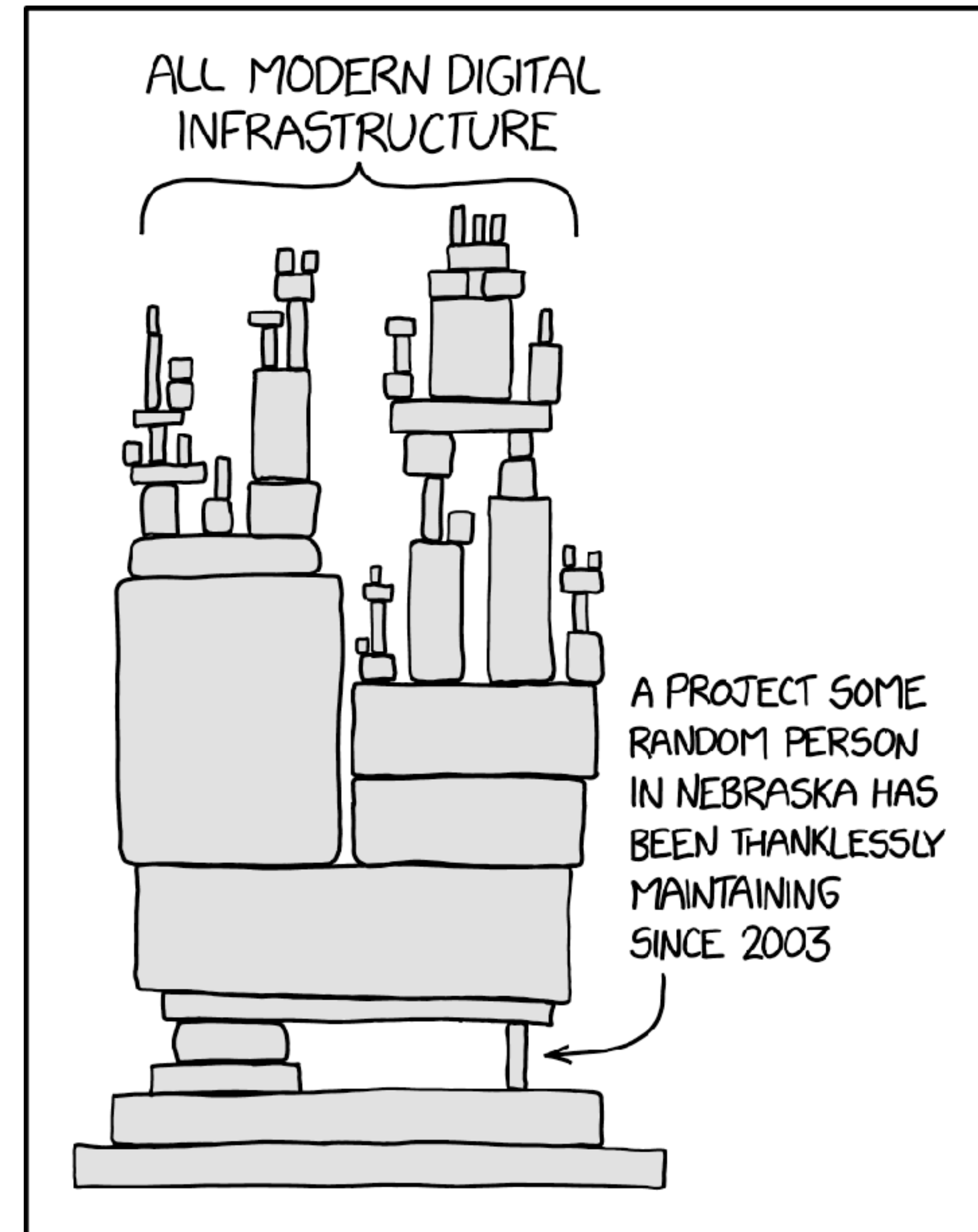


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Project Health and Viability

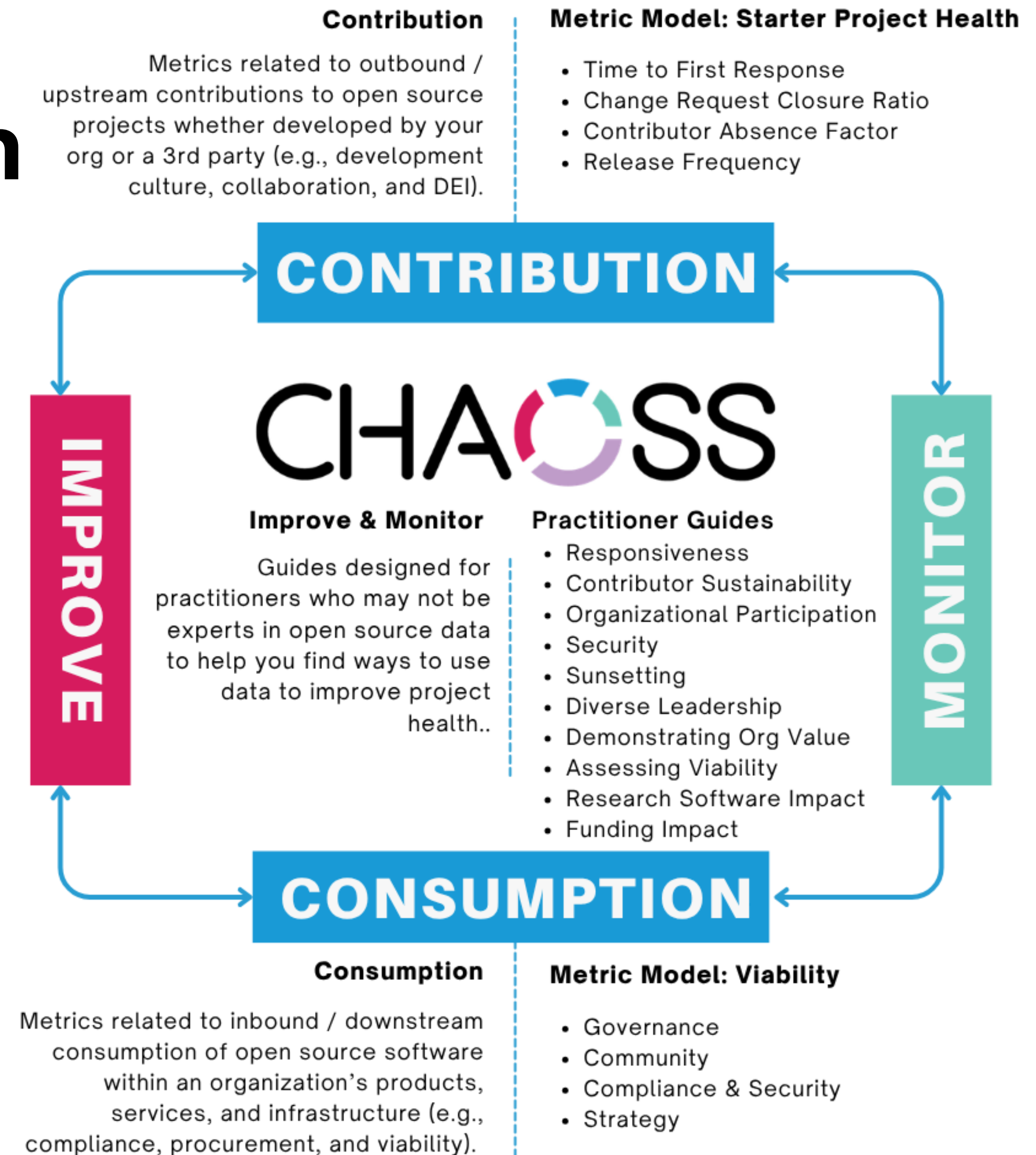
**Governance, community,
compliance / security, and
strategy can all impact a
project's health and viability**



Improving Project Health

Reducing risk by improving project health can be used to justify the work and demonstrate value.

The CHAOSS Practitioner Guides can help.



Prioritization

Prioritizing your investment in
open source within your
organization's limited resources

Priority = Criticality X Health Risk



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Framing the Value

**Measure and frame the value
in ways that resonate
with leadership, funders,
and other stakeholders**



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More on Value

ROI & Cost Avoidance

Resilience

Risk Foresight

Strategic Influence

MEASURING OSPO VALUE: A FRAMEWORK FOR ROI, RESILIENCE, RISK FORESIGHT, AND STRATEGIC INFLUENCE

A Report for Executive Leaders,
OSPO Practitioners, and Technology Strategists

Ibrahim Haddad, *PhD*

Foreword by
Ana Jiménez Santamaría, *The Linux Foundation*

June 2026

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Final Thoughts

**Demonstrating the value
of your open source efforts
should align with the
unique goals of your
organization and stakeholders**

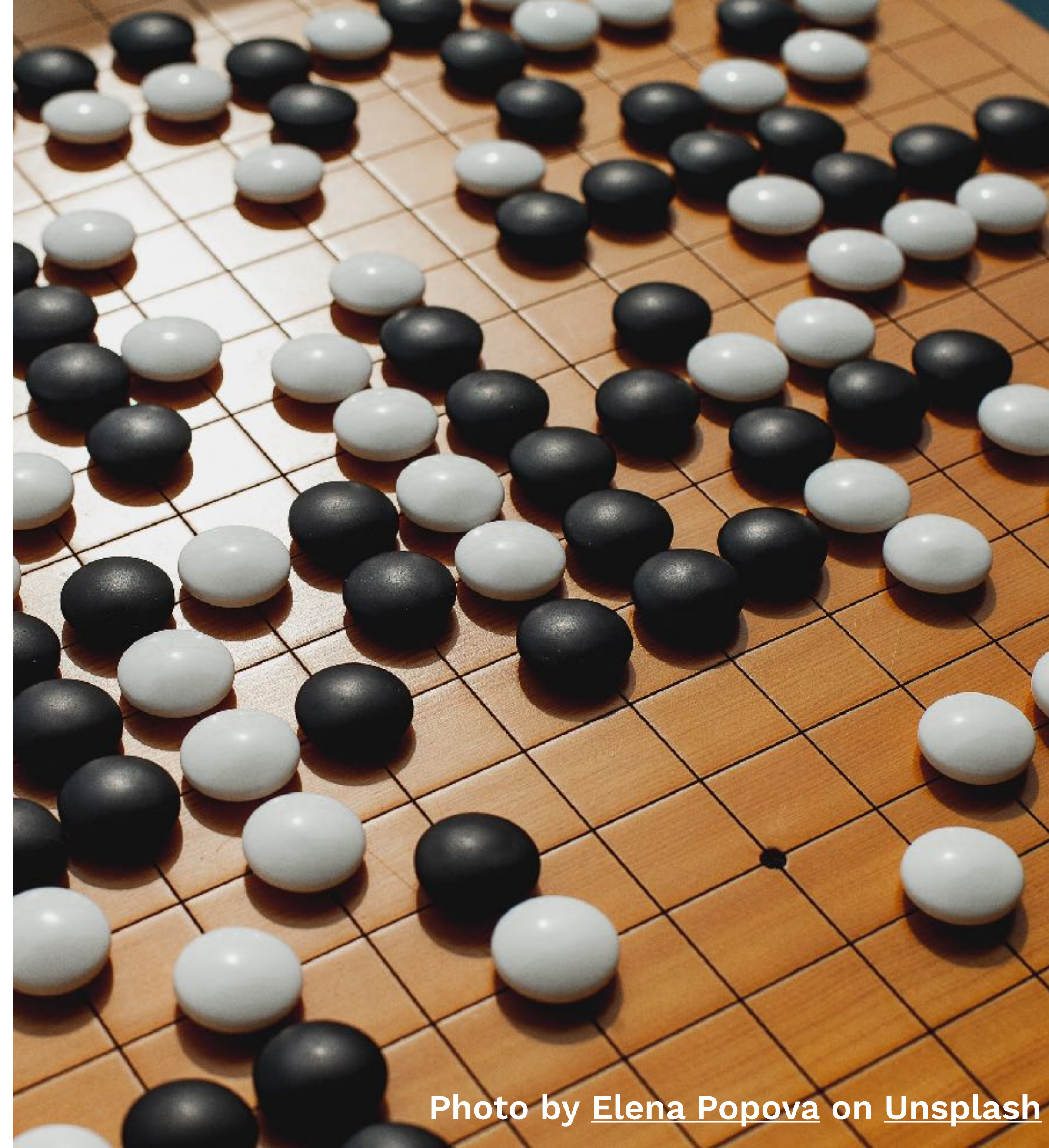


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THANK YOU!

Any Questions?

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