

OPEN SOURCE PROGRAMS PROVIDE A VIABLE FOUNDATION FOR THE SUSTAINABLE FUTURE OF THE WORLD'S CREATIVE ECONOMY.

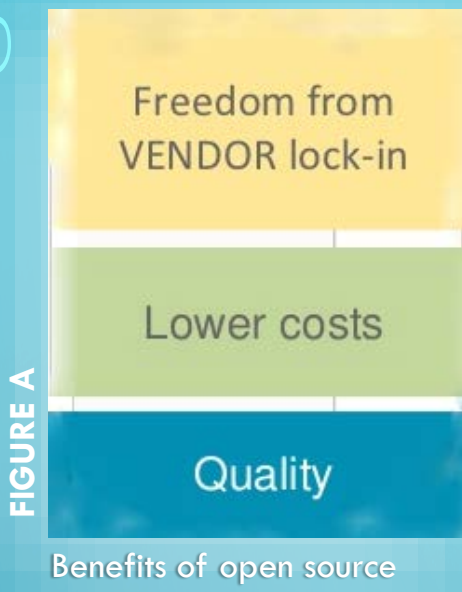
PROBLEMS WITH THE CREATIVE CLASS

Creativity has come to be valued – and systems have evolved to encourage and harness it – because it is increasingly recognized as the font from which new technologies, new industries, new wealth, and all other good economic things flow¹.

The global economy **has shifted**. No longer is the product of labor a physical artifact; instead, the **ideas of people** have become the **object of value**.

Unfortunately, **creativity “doesn’t automatically sustain itself over long periods.”²**

Therefore, **fostering creativity** in our workforce will affect **create a sustainable economy**.



This logo appears on all GPL protected programs and code



FIGURE B

THE OPEN SOURCE SOLUTION

Encouraging Creativity

- Create communities that allow free contributions³
- Open code to developers of multiple skillsets
- Allow for each programmer to work on their creative specialization
- Provide environment needed for a satisfied workforce⁴

Enforcing Attribution

- Use General Public Licensing [GPL] (Figure B)
- Open code to free viewing and modification
- Make code accessible to users and developers (Figure A)
- Ensure all development is properly attributed⁵

1. Florida, 2002, p. 15; 2. Florida, 2002, p. 23; 3. Lakhani and Wolf, 2003, p. 4 ; 4. Florida, 2002, p. 26; 5. Lakhani and Wolf, 2003, p. 5-6; Figure A. Skok, 2012, p. 13; Figure B. Wikipedia: Zscout370, 21 December 2005

Florida, R. L. (2002). The rise of the creative class: And how it's transforming work, leisure, community and everyday life. New York, NY: Basic Books.
Lakhani, K., & Wolf, R. (2003). Why hackers do what they do: Understanding motivation and effort in Free/Open source software projects. MIT Sloan Working Paper no. 4425-03, (September)

Skok, Michael J (May 19, 2012). 2012 Future of Open Source - 6th Annual Survey results. Northbridge and Black Duck Software.
<http://www.slideshare.net/mjskok/2012-future-of-open-source-6th-annual-survey-results>