

# Why should you and your company contribute to Drupal (and how)?

Drupal Mountain Camp 2022 Switzerland

@baddysonja

# About myself, 1xINTERNET and the Drupal Association

## Bjarney (Baddý) Sonja Ólafsdóttir Breidert

- Icelandic
- Live in Frankfurt, Germany
- B.Sc.Computer Science - University of Reykjavik
- M.Sc. Engineering Management - Technical University of Vienna
- Owner and Co-Founder of 1xINTERNET
- Board Chair of the Drupal Association

baddysonja@1xinternet.de

@baddysonja



## We are 1xINTERNET

1xINTERNET is a full service digital agency and a leader in the development of web solutions based on Drupal and React

Our core competencies are:

1. Digital Strategy and Consulting
2. User Experience and Design
3. Development with Drupal and React
4. Webtracking, SEO and Online Marketing
5. Hosting, Maintenance and Support Services





# We are 1xINTERNET

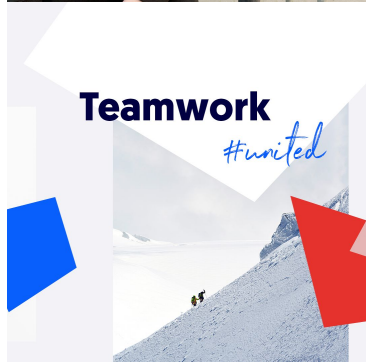
International team of **68** employees

From all corners of the world:  
**South America, Asia and Europe**

Over **20** different languages

Offices in **Frankfurt, Berlin, Reykjavik** and  
**Conil de la Frontera**





Acquia

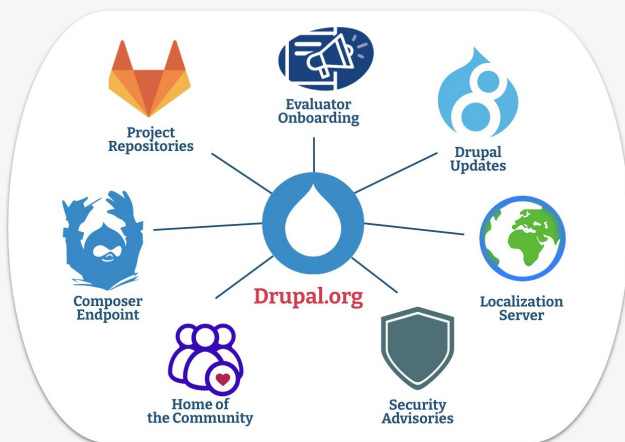
A hand holding a smartphone displaying the 'INTERNET' app interface. The app shows a red background with a white '1x1' logo and the text 'Websolutions and digital strategy to improve your business.' and a 'Get our projects' button.



**The Drupal Association unites a  
global open source community to  
build, secure, and promote  
Drupal.**

# About

The Drupal Association achieves its mission through a variety of methods including Engineering, Events, and Programs





# Drupal Association Staff



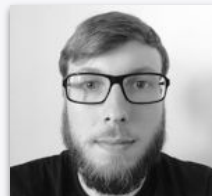
**Angie Sabin**



**Tim Lehnen**



**Kelly Delaney**



**Neil Drumm**



**Tanisha Kalia**



**Brendan Blaine**



**Ryan Aslett**



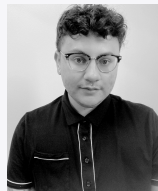
**Dana Lamb**



**Natalie Wright**



**Jitka Pilar**



**Von R. Eaton**



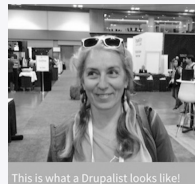
**Christina Lindner**



**Fran  
Garcia-Linares**



**Fredric Mitchell**



**Irina Zaks**



**Caleb Crawley**

# Drupal Association Board



**Baddy Breidert**  
Board Chair



**Owen Lansbury**  
Treasurer



**Dries Buytaert**  
Founder



**Tiffany Farriss**  
Secretary



**Grace Francisco**



**Rahul Dewan**



**Ryan Szrama**



**Lo Li**



**Nick Veenhof**



**Nikhil Deshpande**



**Imre Gmelig  
Meijling**



**Mike Herchel**



# **Drupal contribution**

## **Recognizing Makers**

## **Sponsored contribution**

## **How to start?**

# Drupal contribution

Recognizing Makers

Sponsored contribution

How to start?

**Drupal is the free, open source  
content management system  
that's leading a digital  
transformation across industries.**

**For Drupal to grow, sustain and  
innovate it needs contribution**

# Drupal

July 1, 2020 to June 30, 2021

- 7.420 individuals
- 1.186 organizations
- 23.882 issues marked “closed” or “fixed”  
(65 per day)
- 3.779 projects

Source: <https://dri.es/who-sponsors-drupal-development-2021>

DrupalCon Portland 2022 Photo by MAGNIFY

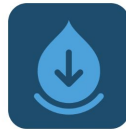


**Drupal needs significantly more contribution for the project to remain competitive in the longer term**



# Drupal strategic initiatives need to move even faster

Project Browser Initiative



Automatic Updates Initiative

1x



Olivero - New Frontend Theme Initiative



GitLab Acceleration Initiative



Drupal 10 Readiness Initiative



Easy Out Of The Box Initiative



Decoupled Menus Initiative



# New strategic initiatives for Drupal 11

## PROPOSED INITIATIVES FOR DRUPAL 11

PROJECT  
BROWSER

STARTER  
TEMPLATES

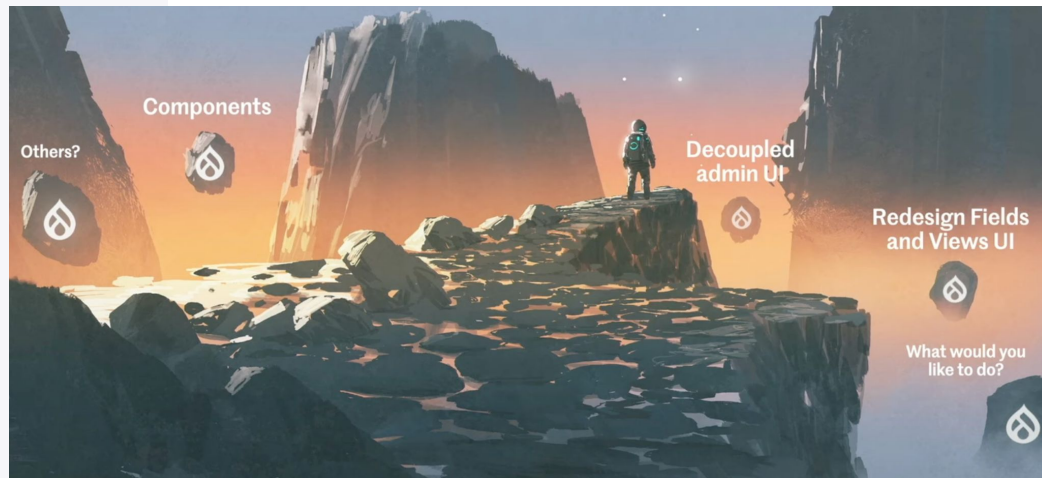
AUTOMATED  
UPDATES

GITLAB

THE GREAT  
MODULE  
MIGRATION

DRUPAL 11  
READINESS

# And we want to do even more



# How can we increase contribution by 500% in next 3 years?

- From 40 full time contributors to 200 -

Drupal contribution

**Recognizing makers**

Sponsored contribution

How to start?

**Drupal Certified Partner Program**

# **Recognize and promote the Makers**



# Drupal Certified Partner Tiers

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- Annual Supporting Partner Fee
  - (1.000 - 25.000 USD)
- Minimum Annual Weighted Credits
  - (200 - 5000)
- Minimum Annual Verified Case Studies
  - (1-5)



# Benefits

- Prioritized listing on Drupal.org Marketplace
- Enhanced company profile
- Existing and enhanced Supporting Partner benefits
- New business leads via Drupal.org or referred by Drupal Association staff
- Certification badge

**Acquia**  
EXPERIENCE DIGITAL FREEDOM

747 people on Drupal.org  
288 projects supported  
656 issue credits in the last 90 days  
46 case studies



**THIRD AND GROVE**

43 people on Drupal.org  
28 projects supported  
146 issue credits in the last 90 days  
17 case studies



**srijan:**

351 people on Drupal.org  
162 projects supported  
114 issue credits in the last 90 days  
37 case studies



**mediacurrent**

84 people on Drupal.org  
144 projects supported  
117 issue credits in the last 90 days  
41 case studies



**<tag<sup>1</sup>>**

51 people on Drupal.org  
66 projects supported  
94 issue credits in the last 90 days  
3 case studies



## Marketplace

Services [Hosting](#) [Supporting Technologies](#) [Training](#) [Books](#) [Partner Programs](#)

17 organizations provide Drupal services and have requested to be listed here.



17 people on Drupal.org  
17 projects supported  
16 issue credits in the last 90 days  
7 case studies



44 people on Drupal.org  
92 projects supported  
9 issue credits in the last 90 days  
14 case studies



49 people on Drupal.org  
35 projects supported  
9 issue credits in the last 90 days  
3 case studies



### Services

3rd party Int  
Accessibility  
Cloud hostin  
Consulting  
Content stra  
Data migrati  
Dedicated h  
Deployment  
Design

### Sectors

Agriculture  
Arts  
Banking and  
Beauty and f  
Blogging  
Community  
E-Commerci  
Education  
Enterprise

### Locations se

Americas  
Asia-Pacific  
Europe, the  
Afghanistan  
Albania  
Algeria  
American Sa  
Andorra  
Angola

### Offices in

Spain  
Sri Lanka  
Sudan  
Suriname  
Switzerland

md SYSTEMS

17 people on Drupal.org  
106 projects supported  
92 issue credits in the last 90 days



4 people on Drupal.org  
49 projects supported  
178 issue credits in the last 90 days



159 people on Drupal.org  
55 projects supported  
55 issue credits in the last 90 days  
5 case studies



INOVAE

16 people on Drupal.org  
30 projects supported  
22 issue credits in the last 90 days

CO/CO/MO/RE

27 people on Drupal.org  
15 projects supported  
3 issue credits in the last 90 days  
1 case study

**What can the DA do  
more to help?**

**Focus on getting more  
organisations to  
contribute to Drupal**

# Development fund? Organisation-led initiatives?



Drupal contribution

Recognizing Makers

**Sponsored contribution**

How to start?

**$\frac{2}{3}$  of 2021 contribution  
is sponsored by an  
organisation**

**1xINTERNET**

**5 - 7,5% of the annual  
budget on contribution**

# Type of contribution

- Drupal Association Certified Partner
- Community work
- Event organisation
- Sponsorship
- Source code
- Strategic initiatives



# Benefits

- Visibility and partnerships
- Recruitment
- Project delivery and development expertise
- Sales (using the Drupal Certified Partner Badge)

### Marketplace

Services [Hosting](#) [Supporting Technologies](#) [Training](#) [Books](#) [Partner Programs](#)

35 organizations provide Drupal services and have requested to be listed here.



747 people on Drupal.org  
288 projects supported  
656 issue credits in the last 90 days  
46 case studies



66 people on Drupal.org  
53 projects supported  
50 issue credits in the last 90 days  
13 case studies



17 people on Drupal.org  
17 projects supported  
16 issue credits in the last 90 days  
7 case studies



29 people on Drupal.org  
30 projects supported  
22 issue credits in the last 90 days



**Should we  
contribute  
more?**





# Is this model scalable?



**YES**  
**20% growth**  
**every year**







**Kristen Pol** @kristen\_pol · 4h

...

Replying to @baddysonja and @mountaincampch

So many reasons but here's one for the C-suite:

Credibility and visibility: their organization will be seen by clients, peers, competitors, and the community as making valuable contributions which can provide credibility and visibility and ultimately help the bottom line.

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**Ashish Jain** @AshishjainMr · 8h

...

Replying to @baddysonja and @mountaincampch

Good karma of giving back. You get what you give..



**George DeMet** @gdemet · 3h

Replying to @baddysonja and @mountaincampch

Because open source contribution helps promote innovation in your organization:



**Gábor Hojtsy** @gaborhojtsy · 7h

...

Replying to @gaborhojtsy @baddysonja and @mountaincampch

Connections. When you have a problem that needs solved with the same project, the buddies you made when you gave your time will come back, possibly multiplied.



**Brad Jones** @bradrjones · 2h

...

I will extend this by saying, if your organization only "takes" and never "gives," it results in a developer culture that is isolated from the broader ecosystem and stagnates. I've seen it, and it's incredibly difficult to change once entrenched.

# Drupal contribution

## Recognizing Makers

## Sponsored contribution

# How to start?

# How to contribute?

- Contribution at events (my first contribution)
- Strategic and volunteering initiatives
- Contributor guide:  
<https://www.drupal.org/community/contributor-guide>
- Issue queue <https://www.drupal.org/project/issues>

Source: <https://dri.es/who-sponsors-drupal-development-2021>

## Contribution area

✓ - Any -

Accessibility  
Community building  
Contributed modules, themes, and distributions  
Contributor guide  
Documentation  
Drupal core  
Drupal.org websites  
Event planning  
Knowledge sharing  
Marketing  
Mentoring  
Support  
Translation  
Usability

# Drupal.org credits


**baddysonja**
🗣️ Icelandic 📍 Frankfurt am Main
Credit commented 2 months ago
#2

**Status:** Active » Needs review

**Issue tags:** +[Portland2022](#)

**Attribution:** baddysonja at [1xINTERNET](#)

File	Size
<a href="#">3277809.patch</a>	2.48 KB
10.0.x: <a href="#">PHP 8.1 &amp; MySQL 5.7 28,397 pass</a>	

## Credited on 200 fixed issues

- [Decoupled Menus Initiative](#), 21 issues
- [Drupal Belgium community](#), 2 issues
- [Drupal core](#), 10 issues
- [DrupalCon Portland 2022](#), 3 issues
- [DrupalCon Europe](#), 10 issues
- [Florida DrupalCamp](#), 1 issue
- [Event Organizers Working Group](#), 16 issues
- [DrupalCon North America 2021](#), 3 issues
- [Drupal.org content](#), 71 issues
- [Mentoring](#), 3 issues
- [Drupal core ideas](#), 2 issues
- [Talking Drupal Podcast](#), 1 issue
- [Splash Awards Germany](#), 5 issues
- [Drupal Switzerland](#), 2 issues
- [Bay Area Drupal Camp](#), 1 issue
- [DrupalCon Global 2020](#), 3 issues
- [Celebrate Drupal website](#), 4 issues
- [German Community](#), 1 issue
- [Splash Awards](#), 10 issues
- [Drupal Community Governance](#), 1 issue
- [Stackpath CDN](#), 1 issue
- [NorGov](#), 4 issues
- [Drupal.org /community section](#), 1 issue
- [Drupal Europe 2018](#), 10 issues
- [Drupal.org customizations](#), 1 issue
- [Drupal Norway](#), 5 issues
- [Drupal Diversity](#), 6 issues
- [DrupalCamp London](#), 1 issue
- [European Associations Collaboration](#), 1 issue

# Types of contribution



# Design & UX

[Home](#) > [Add content](#)

## Create Article

Title

Paragraph **B** *I*

Long text field

Text formats

Tags

Development

Image

2 MB limit. Allowed types: png gif jpg jpeg.

City

☒ Published

Submit

Last saved  
Not saved yet

Author  
admin

Menu Settings

Comment Settings

URL Path Settings

Authoring Information

Promotion Options



Label

Lorem ipsum dolor sit amet cons ...

There is an error in the input

Tags

UI/UX Development Front-End/Theming Design

UI/UX Development Front-End/Theming Design

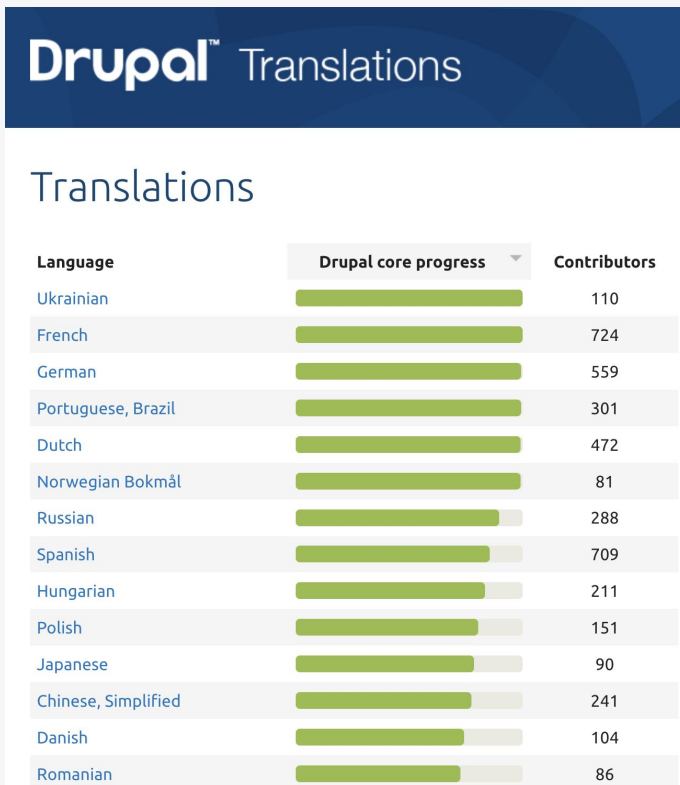
Development

Cras mattis consectetur purus sit

Cras mattis consectetur purus sit

Cras mattis consectetur purus sit

# Documentation





# Event planning





# Code

## Sascha Eggenberger (saschaeggi)

Profile Posts Starred

View Contact



[DrupalCode profile](#)

Twitter

<https://dribbble.com/saschaeggi>

<https://www.unic.com/sascha-eggenberger>

LinkedIn

<https://noti.st/saschaeggi>

<https://github.com/sponsors/saschaeggi>

📍 Zurich

**Current Role(s):**  
Senior Product Designer



On Drupal.org for 10 years 2 weeks

At least 1 edit to documentation

**Bio:**

Hi 🌞 I'm Sascha, Senior Product Designer @gitlab. Drupal Core Claro Design Maintainer & A Lead Designer of the Drupal Design System. Creator of the Gin Admin Theme.

**Contributor roles**

[Drupal core subsystem maintainer](#) Credit

From 2020-08

Claro Core Maintainer (Design), One of the Lead Designers of the Drupal Design System

[Drupal core initiative coordinator](#) Credit

From 2021-01

Easy out of the Box Initiative (EooB)

[Contributed module, theme, or distribution maintainer](#) Credit

From 2019-01

Gin Admin Theme, Gin Toolbar, Gin Login, GraphQL Twig, etc.

[DrupalCamp or DrupalCon speaker](#) Credit

From 2019-02

Multiple talks at DrupalCons & DrupalCamps

[Project contributor](#) Credit

From 2012-01

Contribution to various projects

[Mentor](#) Credit

From 2014-01

[Report as spammer](#)



saschaeggi helps support and grow the Drupal community with the [Drupal Association](#).

**My mentors:**



[4 people list saschaeggi as a mentor](#)

# Mentoring



# Testing

Claro Page Path	Chrome + Desktop	IE - High Contrast	Edge - High Contrast	Firefox - High Contrast	Mobile
admin	Passed	Passed	Passed	Passed	Passed
admin/index	Passed	Passed	Passed	Passed	Passed
admin/content	Passed	Passed	Passed	Passed	Passed
node/add	Passed	Passed	Passed	Passed	Passed
node/add/article	Passed	Passed	Passed	Passed	
node/add/page	Passed	Passed	Passed		Passed
node/1/edit	Passed	Passed	Passed	Passed	Passed
node/1/delete	Passed	Passed	Passed	Passed	Passed
node/1/revisions	Passed	Passed	Passed	Passed	Passed
admin/content/comment	Passed	Passed	Passed	Passed	Passed
admin/content/comment/approval	Passed	Passed	Passed	Passed	Passed
admin/content/files	Passed	Passed	Passed	Passed	Passed
admin/content/files/usage/1	Passed	Passed	Passed	Passed	Passed
media/add	Passed	Passed	Passed	Passed	Passed

# Marketing

1x



This is an ongoing initiative run by community members and will benefit from ongoing updates. Be sure to revisit this page periodically.



# Let's talk

**Gábor, Dan, Miro, Sascha (x2), myself and many more will be around here and in the contribution room**

Pinned Tweet



DrupalCon Prague 2022  
@DrupalConEur

...

Do you want to win a free ticket to DrupalCon Prague 2022? Are you participating at [@drupaldevdays](#)? Find Krtek, take photo with him and share on Twitter. Make sure to use [#DrupalConPrague](#) and tag [@DrupalConEur](#). One winner will be selected randomly from all shared photos.



# DrupalCon

PRAGUE 2022  
20-23 SEPTEMBER





# Q&A

@baddysonja