

OER Business Models Cards



Entrepreneurial skills
for young social innovators
in an open digital world

Community-based

In-kind contribution of content or support of activities by community members; the community of practice maintains and extends the OER (this model often depends on a few highly committed core people)



Institutional

An organization assumes responsibility for maintaining the OER in-kind, aligned with their overall mission and core business; education/training organizations can incorporate the OER as a free element of their otherwise paid or sponsored course offering



Governmental/NGO

Subsidies or grants by a governmental agency or larger NGO; such funding can be significant but is often unstable due to shifting policy priorities



Philanthropic

Subsidies or grants by foundations, smaller donations by individuals (e.g. crowd-funding)



Endowment

Financial contributions by one or several parties to a fund, interest earned on the fund finances the OER provision



Membership

Annual contribution to a membership organization (financial or an agreed amount of support work or service provision); the organization manages the maintenance, extension and quality assurance of a shared collection of OER



Partnerships

Exchange of complementary resources and knowledge among a group of partners (less formal than a membership organization)



Corporate Sponsorship

Acknowledged support of the OER initiative by a company (financial support, cost-free use of services or other)



Advertisers

Paid advertising of third parties is placed on OER content; suitable advertisers must be well chosen (issue of exposing students to advertising)



Contributor Pays

Is a model for open access academic publications not appropriate for individual OER contributors; institutional providers may pay for the hosting of larger amounts of OER



Consultancy, Training and Other Support

Support of third parties for using the OER in their programs, especially if the set of OER and activities follow a certain model (e.g. DOIT co-creative social innovation)



Course and/or Certificate Fees

The OER is free but students (or sponsors) pay for the educational program; in some cases the students can learn on their own but pay for the assessment and certificate



Value Added Products or Services

Users do not pay for the OER but added value, for example enriched formats, special tools or services; called freemium or conversion model if the provider actively uses the OER to convert users to customers of the value added products or services



Licensing Value Added Content

Producers who add significant value to openly available OER can try to license the enhanced content to education/training providers



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