

Let's use
open badges
for Mozilla

A large, semi-transparent yellow watermark consisting of the letters 'WWW' is positioned in the background of the slide.

Open Badges Community Builders People

participation

learning

skills

competencies

experience

affiliations



dogfood
exemplar system
pathways
million mozillians

researching
defining requirements
deciding upon measurements
assigning responsibilities
designing badge templates
review / rinse / repeat

www.mozilla

Q2: launch beta

addons

mozbadges

thrombe

issuer categories

organization level
product / **team**
individual / community

four pillars

build products
empower **communities**
shape environments
teach & **learn**

threes

recognition concepts

activity
community
contribution

six

badge types

experience
learning
activity
competency
achievement
affiliation

experience
attending or participating in a
Mozilla event

learning
teaching, mentoring, coaching,
learning during any Mozilla
activity

activity

managing, developing,
implementing any Mozilla event,
product, team, tool, etc.

competency

displaying skill mastery in making, building, developing, performing, or creating any Mozilla event, product, team, tool, etc.

achievement

leveling up through displaying
exemplary skill mastery,
understanding, etc.

affiliation

associating with Mozilla, our
partners, teams, ethos-sharing
individuals and organizations

four

mozillian types

mozillians:

user

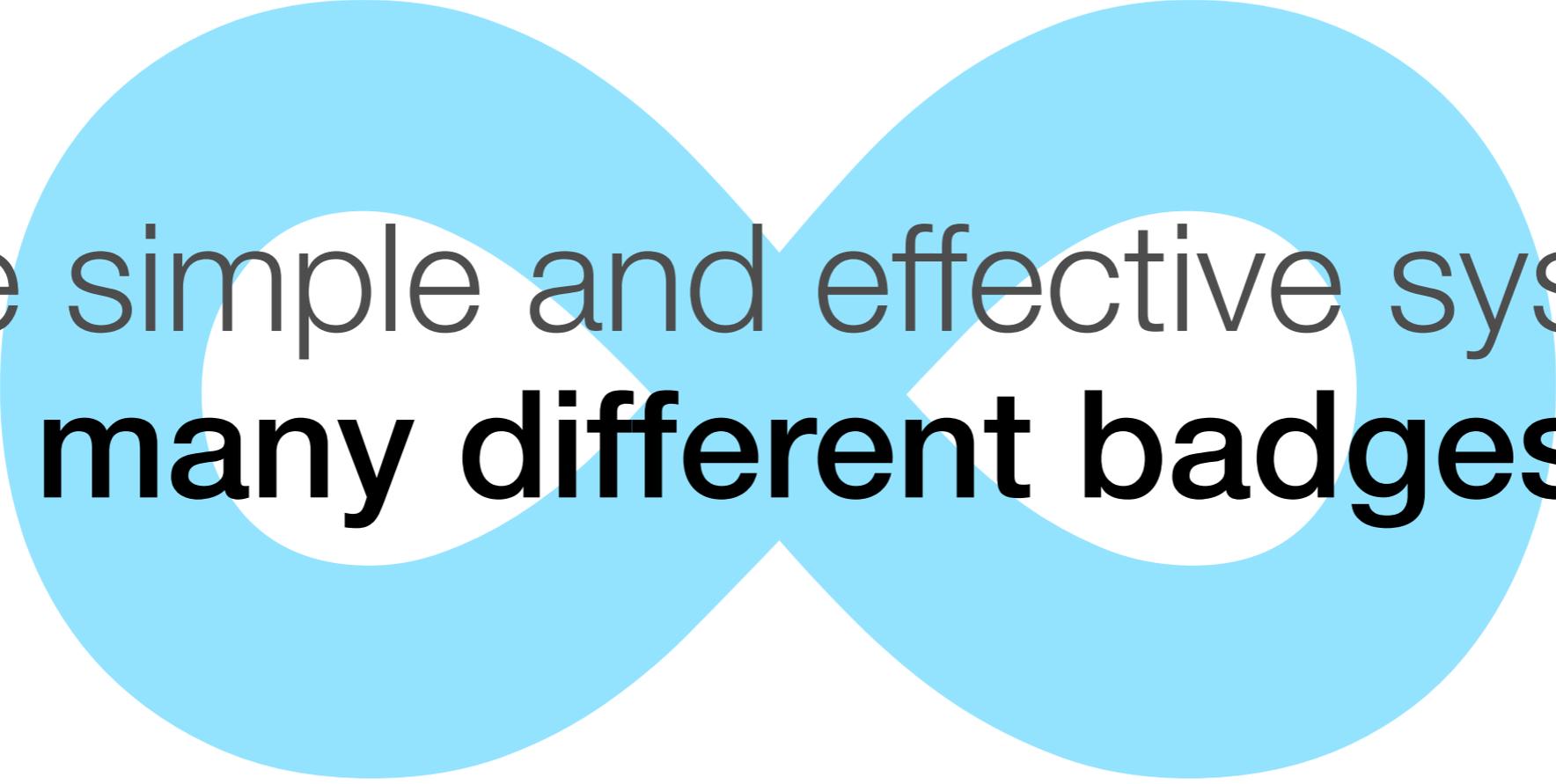
supporter

contributor (casual, active, core)

alumni

more

million mozillians



one simple and effective system
many different badges



BadgeKit

Let's use
open badges
for Mozilla :)