Session Title:
Sustainable Funding Solutions in Open Education with the Web Monetization Standard

Abstract:
There is a new movement at play on the web with the web monetization standard. This new browser API standard allows for the generation of a payment stream from the user directly to the website being viewed. (Melendez, 2019) The goal behind this movement is to create a more equitable share of money earned from time spent on content in the digital sphere to the content creator, rather than to the service provider, browser or platform. This system is made possible thanks to the streaming of micropayments to creators, utilizing block chain technology. (gFam, 2021) For the open educational community this represent a potential new funding source to allow educators and creatives to build sustainability behind their projects and the open educational resources that they craft. (Parameswaran, 2020)

2020 / 2021 have seen huge strides for the web monetization standard (Nelson, 2021), thanks to investment from Grant for Web (a fund supported by Coil, Creative Commons and Mozilla) in creators, educators and technologists building web monetized platforms, conducting research on the web monetization standard, crafting web monetized solutions for mainstream platforms, and experimenting and developing web monetized projects. In this session, we will discover how different creatives, educators, and technologists from around the world are utilizing the web monetization standard in numerous industries including education, health and wellness, the arts, gaming, podcasting, film, and marketing, through a variety of case studies.

Session Notes

• How does your session address the UNESCO OER Recommendation?

This session addresses the UNESCO OER Recommendation of ‘nurturing the creation of sustainability models for OER by supporting and encouraging the development of comprehensive, inclusive and integrated OER sustainability models by:
• catalyzing sustainability models through non-traditional means that may provide revenues and sustainability to OER provision while ensuring that costs for accessing essential materials for teaching and learning are not shifted to individual educators or students;

• promoting and raising awareness of other value-added models using OER across countries where the focus is on co-creation, generating value collectively, community partnerships, spurring innovation, and bringing people together for a common cause; and

• providing mechanisms for the implementation and application of OER, as well as encouraging the feedback from stakeholders and constant improvement of OER.

• Briefly describe your initiative (goals/objectives).

Our goals with this session is to introduce participants to a new funding source and different ways that creators, technologists and educators are utilizing that funding source to create sustainability around their projects.

• Address lessons learned including successes, challenges and key recommendations.

Each interview and case study with creators, technologists and educators utilizing the web monetization standard will share their lessons learned, including their successes, challenges and key recommendations.