



## TF-CPR COMPENDIUM

Communications and Public Relations Activities of NRENs in Europe  
2009 edition





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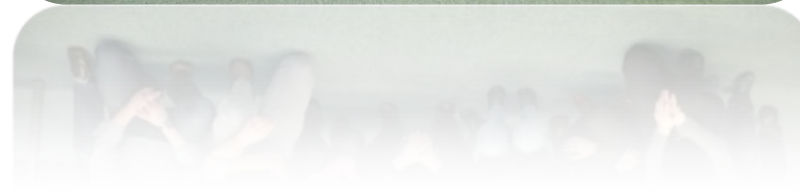
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## Introduction

This is the fifth Compendium created as a deliverable of the TERENA Task Force on Communications and Public Relations (TF-CPR). The TF-CPR Compendium is designed to complement the main TERENA Compendium, by providing a more PR-specific overview of communications-related activities and investments of European NRENs.

This year's Compendium is different than previous editions. In the past, the TF-CPR Compendium primarily measured the resources dedicated to public relations and the scope of activities undertaken. This was because the TF-CPR Compendium was used mostly to help build a case for NRENs in less developed countries to do (more) PR activities. It covered mostly the same questions every year to allow for comparisons with previous years' data. This year's questionnaire focussed more on activities and less on resources, because we want to re-purpose the TF-CPR Compendium to be more of a PR reference guide of PR priorities and activities of every NREN, enabling us to collaborate easier. Therefore, many new questions were included. A comparison with previous editions is therefore not possible.

The results published in this Compendium are based on a survey carried out in April 2009. 28 organisations responded, about the same as in 2008 (29).



## Organisations

Overview of the organisations who responded to the 2009 TF-CPR Compendium questionnaire.

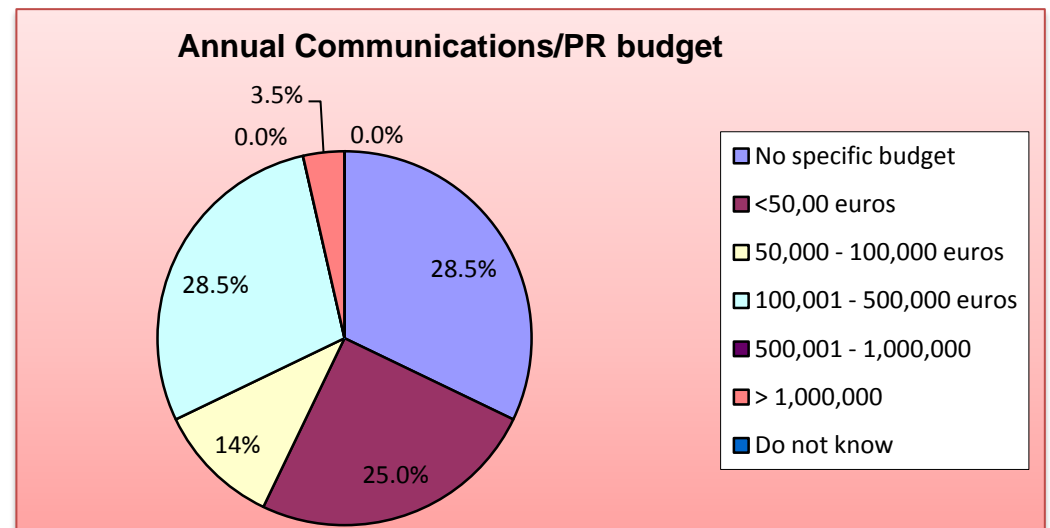
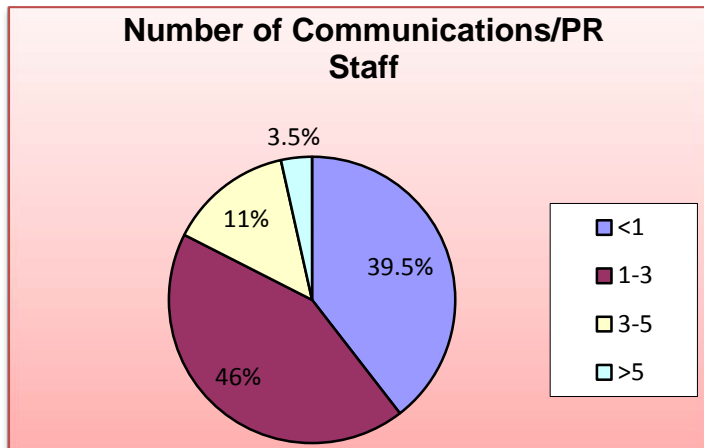
Country	Company	name	Mail
<b>Austria</b>	ACOnet	Christine Dworak	christine.dworak@univie.ac.at
<b>Belarus</b>	UIIP NASB/ BASNET	Sergei Kozlov	kozlov@basnet.by
<b>Croatia</b>	Croatian Academic and Research Network - CARNet	Goran Škvarč	Goran.Skvarc@CARNet.hr
<b>Cyprus</b>	CYNET	Antonis Tzirkallis	secretariat@cynet.ac.cy
<b>Czech Republic</b>	CESNET	Gabriela Krcmarova	gabriela.krcmarova@cesnet.cz
<b>Denmark</b>	UNI-C/Forskningsnettet	Gitte Kudsk	gitte.julin.kudsk@uni-c.dk
<b>Deutschland</b>	DFN	Kai Hoelzner	hoelzner@dfn.de
<b>Estonia</b>	EENet	Maria Ristkok	maria@eenet.ee
<b>Finland</b>	CSC - IT Center for Science - Funet	Tiina Leiponen	tiina.leiponen@csc.fi
<b>France</b>	RENATER	blanquart	blanquart@renater.fr
<b>Hungary</b>	NIIFI	Lajos Balint	lajos.balint@niif.hu
<b>Ireland</b>	HEAnet Ltd	Fi Coyle	fiona.coyle@heanet.ie
<b>Israel</b>	IUCC	Hank Nussbacher	hank@efes.iucc.ac.il
<b>Latvia</b>	SigmaNet, IMCS UL	Kristiana Muze-Feldberga	kristiana@sigmanet.lv
<b>Luxembourg</b>	RESTENA	Anne Balic	anne.balic@restena.lu
<b>Montenegro</b>	Center of Information System-University of Montenegro	Lidija Milosavljevic	lidija@ac.me
<b>Netherlands</b>	SURFnet	Lonneke Walk	lonneke.walk@surfnet.nl
<b>Netherlands</b>	TERENA	Laura Durnford	durnford@terena.org
<b>Norway</b>	UNINETT	Lars Fuglevaag	lars.fuglevaag@uninett.no
<b>Portugal</b>	FCCN	Marta Moreira Dias	marta@fccn.pt
<b>Serbia</b>	Academic Network of Serbia	Natasa Lemajic	natasa.lemajic@rcub.bg.ac.rs
<b>Slovenia</b>	ARNES	Tomi Dolenc	tomi.dolenc@arnes.si
<b>Spain</b>	RedIRIS/red.es	Cristina Lorenzo	cristina.lorenzo@rediris.es
<b>Sweden</b>	SUNET	Eva Stensköld	eva.stenskold@vr.se
<b>Switzerland</b>	SWITCH	Roland Eugster	roland.eugster@switch.ch
<b>UK</b>	DANTE	Melanie Pankhurst	melanie.pankhurst@dante.net
<b>UK</b>	JANET(UK)	Russell Nelson	russell.nelson@ja.net
<b>UK</b>	JISC	Robert Haymon-Collins	r.haymon-collins@jisc.ac.uk

## Section 1: Overview

In the first section we asked the organisations about the number of staff and annual PR budget.

We still see that there are organisations which do not have any PR staff (40%) and no dedicated PR budget ( about 30%). 46% of the organisations have 1-3 number of Communications/PR staff and 25 % of the organisations have less than 50.000 euro's.

More detailed description is added in the table on the next page.



Questions: Number of PR Staff | Annual PR budget | Do you expect any changes in these areas?

Country	Number of Communications/PR Staff	Annual PR budget (excluding staff)	Changes expected in 2010 in these area's	
Austria	<1	No specific budget	No changes	
Belarus	1-3	<50,00 euros	No changes	
Croatia	3-5	<50,00 euros	No changes	
Cyprus	<1	No specific budget	No changes	
Czech Republic	1-3	50,000 - 100,000 euros	No changes	
Denmark	1-3	100,001 - 500,000 euros	No changes	
Deutschland	1-3	50,000 - 100,000 euros	No changes	
Estonia	<1	<50,00 euros	No changes	Budget and staffing depend on the PR project
Finland	1-3	<50,00 euros	No changes	
France	<1	50,000 – 100,000 euros	No changes	
Hungary	<1	No specific budget	No changes	
Ireland	<1	50,000 - 100,000 euros	No changes	
Israel	<1	<50,00 euros	No changes	
Latvia	<1	No specific budget	No changes	
Luxembourg	<1	No specific budget	No changes	
Montenegro	<1	No specific budget	Changes in Comms/PR budget	Increasing budget
Netherlands - SURFnet	3-5	100,001 - 500,000 euros	No changes	
Netherlands - TERENA	1-3	No specific budget	No changes	
Norway	1-3	100,001 - 500,000 euros	No changes	
Portugal	1-3	100,001 - 500,000 euros	Changes in number of Comms/PR Staff	We plan to hire one person in order to increase the in house content production.
Serbia	1-3	No specific budget	No changes	
Slovenia	1-3	<50,00 euros	No changes	
Spain	1-3	100,001 - 500,000 euros	Changes in Comms/PR budget	Less budget
Sweden	<1	<50,00 euros	No changes	
Switzerland	3-5	100,001 - 500,000 euros	No changes	
UK – DANTE	1-3	100,001 - 500,000 euros	No changes	
UK – JANET	1-3	100,001 - 500,000 euros	Changes in Comms/PR budget	Unknown at present
UK - JISC	>5	> 1,000,000	No changes	

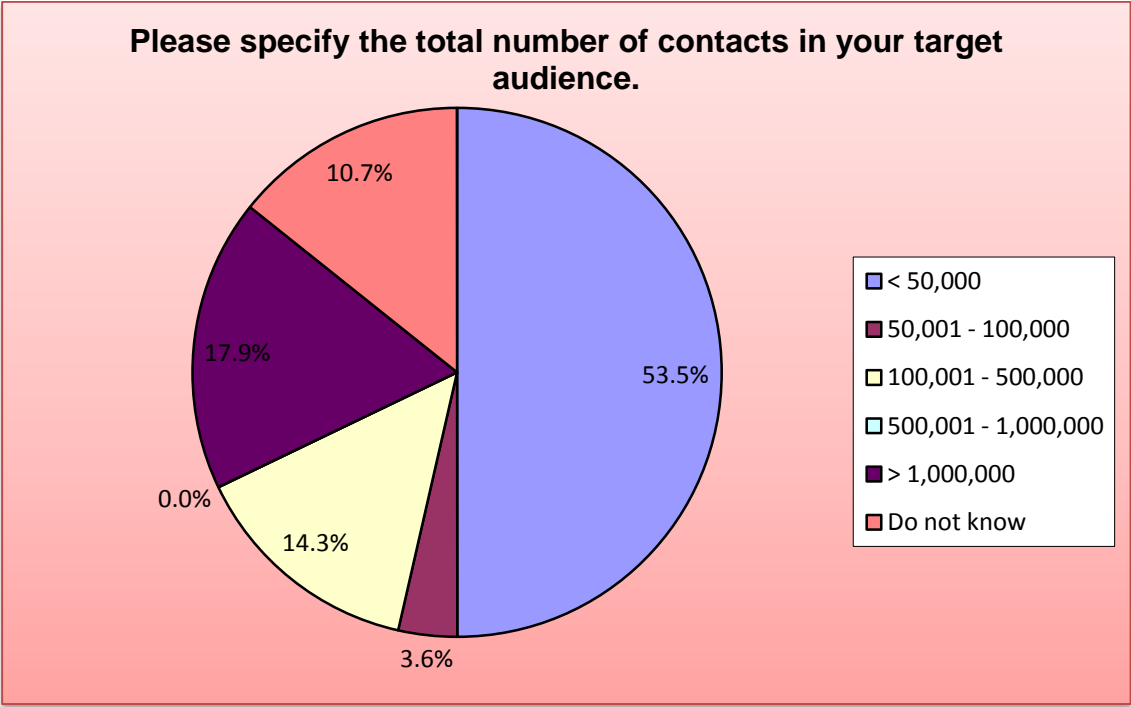
## Section 2: Target audience

In section 2, we asked the organisations about their target audience. First they specified **the total number** of contacts in their target audience. Furthermore, they **described per segment the job function/titles** in their target audience. The segments used are:

1. Connected organisations' staff
2. End Users
3. General Public
4. Other Government
5. Other

Most of the organisations (almost 70%) don't expect any changes in the coming year in their target market.

More detailed descriptions are added in the tables on the next pages.



**Questions: Please specify the total number of contacts in your target audience and any expected changes.**

Country	Number of contacts	Please specify any changes expected in the coming year in your target market.	
Austria	< 50,000	No changes	
Belarus	< 50,000	No changes	
Croatia	> 1,000,000	Changes in # of people in target audience	
Cyprus	< 50,000	No changes	
Czech Republic	< 50,000	No changes	
Denmark	< 50,000	No changes	
Deutschland	> 1,000,001	No changes	
Estonia	< 50,000	No changes	
Finland	100,001 - 500,000	No changes	
France	<50,000		
Hungary	< 50,000	No changes	
Ireland	100,001 - 500,000	No changes	
Israel	< 50,000	No changes	
Latvia	< 50,000	No changes	
Luxembourg	< 50,000	No changes	
Montenegro	< 50,000	No changes	
Netherlands - SURFnet	> 1,000,000	Changes in target job functions/titles	We will focus more on the early adopters within end-users
Netherlands - TERENA	Do not know	Changes in # of people in target audience	Expect numbers to increase as work on PeaR bears fruit and as PSP collaboration gathers pace.
Norway	< 50,000	Changes in # of people in target audience	Considering communicating more with students and faculty - around 300 000 in total in Norway
Portugal	Do not know	Changes in target market segments	This year we plan to go far and begin to reach the end users.
Serbia	Do not know	No changes	
Slovenia	100,001 - 500,000	Changes in # of people in target audience	Possible increase in general public segment in security awareness raising.
Spain	> 1,000,000	No changes	
Sweden	50,001 - 100,000	No changes	
Switzerland	100,001 - 500,000	No changes	
UK – DANTE	> 1,000,000	Changes in target market segments	Likely to target specific pan-European project disciplines e.g. ESFRI projects including bioinformatics, environment, meteorologists, culture and others as and when identified.
UK – JANET	< 50,000	Changes in target job functions/titles	Widening to include administration staff, business development, finance directors.
UK - JISC	< 50,000	Changes in target job functions/titles, Changes in # of people in target audience	Probable growth in numbers of segments targeted (more senior institutional and government) and an overall increased in numbers targeted

**Question:** For each target segment, please indicate all job functions/titles (ex Security Manager, Marketing Manager) your NREN Comms/PR activities target.  
If your NREN does not target a particular market segment, leave blank.

Country	Connected organisations' staff	End Users	General public	Other Government	Other (specify)
Austria	Operational Technical Staff				
Belarus	administrators, market managers				
Croatia	All members	All	All	All	
Cyprus	Technical Managers, Deans, Officers			Ministers, Senior officials, Managers	
Czech Republic	IT Manager, Security Manager	IT Manager, Security Manager		IT Manager, Security Manager	
Denmark	network manager, it manager, e-learning expert, e-learning manager				
Deutschland		Staff, Students			
Estonia	no particular market segment	no particular market segment	no particular market segment	no particular market segment	no particular market segment
Finland	network managers, IT managers	teachers, students, university and polytechnic staff		ministries, government officers,	community decision makers
France	ICT professionals & managers, security manager, Universities, Institutes of Technology Research Organisations				
Hungary	NIIF member organisations' contact persons		several electronic and printed media journalists	several ministries representatives in NIIF Program Committee	Hungarian Academy of Sciences, HUNGARNET, National Research Fund representatives in NIIF Program Committee
Ireland	Irish Universities, Institutes of Technology and 3rd level Research Organisations	3rd level students, staff and researchers in our connected organisations		Department of Education and Science, Department of Communications	
Israel					None
Latvia	General Managers	End Users			
Luxembourg	IT manager, security manager	each end users directly (via newsletter, publications)		minister counselor, various staff members	
Montenegro		Increasing number of end users			
Netherlands - SURFnet	ICT professionals & managers, security manager, contact persons	researchers, teachers, students, early adopters		Dutch government	suppliers, research partners, journalist
Netherlands - TERENA	NREN Managers, PR staff, Technical staff	students, IT managers, NRENS	visitors to website		
Norway	CEO, CIO, CFO, ICT manager, ICT staff, administrative staff	HPC users (scientists), staff and students to some degree		Government agencies in related areas to ours	NGOs within our areas, ICT vendors (our suppliers), international organizations
Portugal	technical, administrative and marketing managers				
Serbia					
Slovenia	Directors, Technical support	All users in research and			

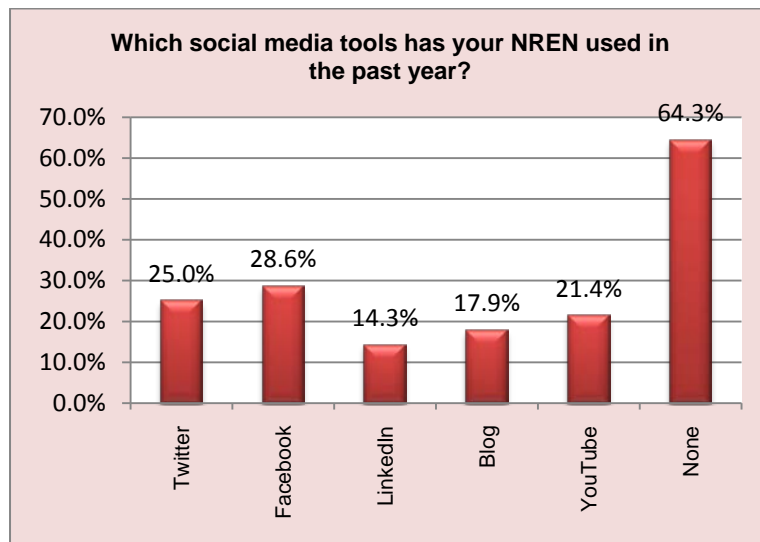
		education area			
<b>Spain</b>	PR and technical people of different Services			PR and institutional members	suppliers and other companies
<b>Sweden</b>					
<b>Switzerland</b>	IT/Network Operations Managers, Security Managers, Managers of E-Learning Centers, Admin Managers	Teaching staff, reasearchers, Students			
<b>UK – DANTE</b>	Marketing Manager, Services Manager/Product Manager, Director/CEO, APM	pan-European projects	general public	EC - relevant officers in DGInfo	R&E community generally
<b>UK – JANET</b>	IT Directors, IT Managers, IT Technical Staff, other organisational staff	Teaching and Lecturing Staff	General awareness raising	Predominantly funding bodies	
<b>UK - JISC</b>	Vice Chancellors, Deputy Vice Chancellor, Pro Vice Chancellors, Directors of Research/Learning & Teaching/Estates/Finance/Administration/IT/Libraries, Heads of Departments, Senior Lecturers, Lecturers	as above ??		Ministers, Junior Ministers, Departmental Directors, Policy Advisors	Journalists, Partner organisations, professional associations, international partners

### Section 3: Comms/PR Tools

In the third section we asked the organisations about their most commonly used communication and PR tools. As can be seen from the first table, the website and conferences are the most popular tools. Advertising does not seem to be used by most organisations. Also social networking tools are not used much by most organisations, although this is logical since these are relatively new tools so are being used mainly by early adopters. We will continue to investigate this number over time as we expect it to rise in the coming years, if these tools are proven by some NRENs to be a successful way to reach their target markets. In a separate question we asked which social media tools the organisations used in the past year. Almost 65% do not use social media at all. From the organisations that do use social media, Twitter, Facebook and Youtube are used most.

We also asked the organisations which CRM tool they use. Almost 95% do not use a system at all – this may also be because they are not aware of the CRM tools being used. Within the organizations that do have CRM tools, many have custom-made CRMs. We also expect the number of CRM systems to increase over time, as NRENs become even more customer-centric and mature.

More detailed descriptions are added in the tables on the next pages.



Question: What percentage of total resources (time, money etc) are spent on:

Country	Brochures	Signs, posters, banners	Technical publications	Newsletter	Conference (national and smaller)	Advertising (print and online)	Public Relations	Market Research	Website	Social Networking	Other
Austria	20	5	2	0	30	0	0	0	40	3	
Belarus	10		30		20				40		
Croatia	15	10	5	5	40	0	5	0	15	5	
Cyprus	10			10	10	10			60		
Czech Republic	10	5	10	10	30	5	20		10		
Denmark	10	0	0	16	32	0	14	0	28	0	0
Deutschland	20	10	10	0	20	0	10	0	20		10
Estonia	0	17	17	0	0	0	30	18	18	0	0
Finland	10	10		10	20			10	30	10	
France											
Hungary				25	25		25		25		
Ireland	5		5	10	45		5		10	20	
Israel											100
Latvia	10	10	0	0	0	0	0	0	80	0	0
Luxembourg	25	5	5	10	10				40	5	
Montenegro											
Netherlands - SURFnet	10	5		10	20		20	5	20	10	
Netherlands - TERENA	7	1	0	10	9	0	10	0	6	0	57
Norway	39			15	11		8	4	6		17
Portugal	40	5	7	0	30	0	10	0	8	0	0
Serbia											
Slovenia	3	2	5	0	25	0	20	0	30	0	15
Spain	10	3	15	0	40	1	10	0	20	1	0
Sweden	5	5	5		40				40	5	
Switzerland	10	5	10		20	5	15	15	10	10	
UK – DANTE	10	10		7	15		10	5	25	1	17
UK – JANET											100
UK - JISC	7	1	6	3	26	0	13	9	20	5	10

Question: What social media tools has your organisation used in 2009?

Country	Twitter	Facebook	LinkedIn	Blog	YouTube	None	Other (please specify)
Austria						None	
Belarus						None	
Croatia	Twitter						
Cyprus						None	
Czech Republic						None	
Denmark	Twitter	Facebook					
Deutschland						None	
Estonia						None	
Finland							
France							
Hungary						None	
Ireland	Twitter						
Israel						None	
Latvia	Twitter						
Luxembourg						None	
Montenegro		Facebook			YouTube		
Netherlands - SURFnet	Twitter		LinkedIn	Blog			
Netherlands - TERENA	Twitter	Facebook			YouTube		unofficially
Norway	Twitter	Facebook	LinkedIn	Blog			
Portugal	Twitter	Facebook	LinkedIn				
Serbia							
Slovenia	Twitter	Facebook		Blog			
Spain		Facebook					
Sweden						None	
Switzerland						None	
UK – DANTE					YouTube		Researching Blogs, Twitter and other TV channels
UK – JANET	Twitter			Blog	YouTube		
UK - JISC	Twitter	Facebook		Blog	YouTube		Ning, Bliptv, Vimeo

Question: What Which CRM (Customer relationship management tool) does your organisation use?

Country	Which CRM (Customer Relationship Management) tool does your NREN use?	How satisfied are you/PR dept with this CRM tool?	Explain rating
Austria	None		
Belarus	None		
Croatia	Custom made solution designed for CARNet	Satisfied	Since it was custom made it satisfies most of our needs.
Cyprus	None		
Czech Republic	None		
Denmark	WebCRM		The system is only just gone into use. No real experience with it yet.
Deutschland	Self made CRM-Portal	Very satisfied	
Estonia	Self developed	Satisfied	The tool can be developed further.
Finland	MS Dynamics	Satisfied	
France			
Hungary	combination of several tools (some under development)		No direct satisfaction measure applied
Ireland	None		
Israel	None		
Latvia	None		
Luxembourg	None		
Montenegro	None	Very satisfied	
Netherlands - SURFnet	SUGAR, is more a contact database		It's not really a CRM
Netherlands - TERENA	None	Very dissatisfied	It would be good to have one
Norway	None		
Portugal	None		
Serbia			
Slovenia	In house developed solution	Satisfied	Performs the necessary tasks.
Spain	Don't know		
Sweden	None		
Switzerland	None		
UK – DANTE	None		
UK – JANET	In house Oracle based system provides some degree of CRM		It was not designed as a CRM so evaluating it as such would be invalid.
UK - JISC	None		

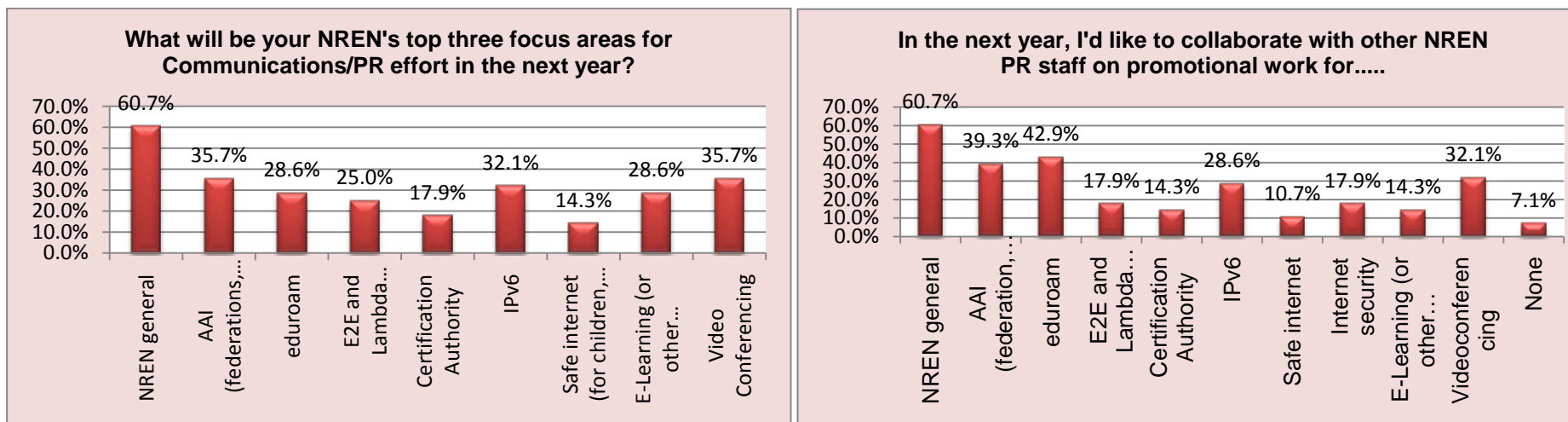
## Section 4: Communication and PR Focus Areas

In section 4 we asked the organisations about their **top three** focus areas in PR/Communication activities for 2010. A lot of organisations pointed out more than three areas, which could mean a misunderstanding of the question. Maybe some organisations interpreted the question as 'on which areas you will do PR and communication'. This could mean that the outcome of this question is not reliable.

That said, most organizations (61%) indicated that 'NREN in general' is a (top) focus area. Also IPv6, AAI and Videoconferencing are three PR focus areas for more than 1/3 of the organisations next year.

We also asked which topics NREN's would like to collaborate with other NREN PR staff on promotional work. We learned that 'NREN in general', 'eduroam' and 'AAI' are topics for which NRENs would like to collaborate with other NRENs, as well as videoconferencing services and IPv6. This will be followed up in future TF-CPR meetings, so that we can take advantage of opportunities from bundling demand and resources with each other. We will also investigate in more detail the interpretation of 'NREN in general', so that we can identify which tools we can collaborate on.

An overview of the focus areas and collaboration interests per organisations is found in the table on the next page.



Question: What will be your top three focus areas of Comms/PR efforts in the next year?

Country	NREN general	AAI (federations, middleware)	eduroam	E2E and Lambda services (including the last mile)	Certification Authority	IPv6	Safe internet (for children, students, etc...)	E-Learning (or other multimedia that facilitates learning)	Video Conferencing	Other (please specify)
Austria	x	x								
Belarus	x						x	x		
Croatia						x	x	x		
Cyprus	x		x		x					
Czech Republic				x		x				Internet security
Denmark	x	x						x		
Deutschland	x	x	x	x	x				x	
Estonia	x							x	x	
Finland		x		x		x			x	
France										
Hungary	x	x	x		x	x			x	
Ireland		x				x		x		
Israel								x	x	\
Latvia	x		x			x				
Luxembourg	x		x			x				
Montenegro					x			x	x	
Netherlands - SURFnet		x								SURFnet uses different terms: we focus on three areas 1) network infrastructure (including IPv6), 2) online collaboration (including videoconferencing, 3) AAI (including eduroam)
Netherlands - TERENA	x		x	x						also in context of PSP work
Norway	x			x				x		
Portugal	x	x		x		x	x		x	
Serbia										
Slovenia		x					x		x	
Spain	x		x	x						The new project of the dark fiber (RedIRIS-NOVA)
Sweden					x	x			x	
Switzerland	x									
UK – DANTE	x									Multi-domain services - connectivity, network tools and the end user apps, PR aimed at the EC
UK – JANET	x	x							x	
UK - JISC	x									this is not how we prioritise our work - we focus on efficiency and saving money; research excellence; student retention and progression, institutional management

Question: In the next year, I'd like to collaborate with other NREN PR staff on promotional work for.....(select all that apply)

Country	NREN general	AAI (federation, middleware ...)	eduroam	EZE and Lambda services	Certificatio n Authority	IPv6	Safe internet	Internet security	E-Learning (or other multimedia that facilitates learning)	Videocoonte rencing	None	Other (please specify)
Austria		x	x									
Belarus	x							x	x			
Croatia		x	x		x	x	x	x	x	x		
Cyprus	x		x		x	x				x		
Czech Republic	x			x								
Denmark											x	
Deutschland	x	x	x		x			x				
Estonia	x											
Finland				x		x				x		
France												
Hungary	x	x	x			x				x		
Ireland		x				x			x			
Israel											x	I'd like to but we have a 0 budget for PR
Latvia			x									
Luxembourg	x		x			x						
Montenegro	x							x		x		
Netherlands - SURFnet		x	x			x	x					Green use of ICT
Netherlands - TERENA	x	x	x	x	x							
Norway				x					x			
Portugal	x	x		x		x	x	x		x		
Serbia												
Slovenia		x								x		
Spain	x											
Sweden	x											
Switzerland	x											
UK – DANTE	x	x	x							x		All multi-domain services, as per above that NRENs can promote on to their users
UK – JANET		x	x							x		
UK - JISC	x											

Question: Please describe any new major Communications/PR initiatives planned in the next (three) year.

Country	Please describe any new major Communications/PR initiatives planned in the next year.	Please describe any new major Communications/PR initiatives in the next three years.
<b>Austria</b>	none	I don't know.
<b>Belarus</b>	Technical publications, press releases, conferences	Introduction of Eduroam in Belarus and supporting promotion of the service.
<b>Croatia</b>	We are still in the process of planning.	We are still in the process of planning.
<b>Cyprus</b>	Eduroam, Certificate Authority and Videoconferencing	-
<b>Czech Republic</b>	CESNET will celebrate its fifteenth anniversary of incorporation in March 2011. We will plan celebrate it: seminar, brochure, leaflets, PR advertisement, press conference, etc.	??
<b>Denmark</b>	This year our service portfolio is under review. Communication/PR plans will not be ready until after May, when we know which services we will have in the future	This year our service portfolio is under review. Communication/PR plans will not be ready until after May, when we know which services we will have in the future
<b>Deutschland</b>	We don't make "campaigns", because 1. DFN as a non-profit organisation isn't penetrating any "market" in IT-sector. 2. We are not in competition to any commercial provider.	-
<b>Estonia</b>	Computer Drawing Competition on the occasion of the International Year of Biodiversity	Computer Drawing Competition on the occasion of the International Year of Biodiversity
<b>Finland</b>	Marketing campaign via phone and customer visits	Campus IT audits
<b>France</b>		
<b>Hungary</b>	Contributing to TERENA PeaR (which as yet couldn't start because of workforce shortage).	No concrete plans as yet.
<b>Ireland</b>	We plan to launch a new Corporate Brochure which will deliver, to "non-technical" readers, a clear and concise explanation of the HEAnet organisation, its strategic ambition, and its core activities and services. It will position HEAnet as a national asset to be leveraged by stakeholders, researchers and the wider HE&R community. It will project the true nature of our organisation and ensure that the first impression is a lasting one.	We are currently recruiting a new Communications/PR Manager who will of course inform this future activity so for now we will have to leave it blank.
<b>Israel</b>	We have nothing planned and nothing budgeted and all my efforts over the past years to secure a PR budget have been fruitless. Our management sees no reason for PR.	None.
<b>Latvia</b>	None	None
<b>Luxembourg</b>	New web site. New logo	Annual report.
<b>Montenegro</b>	Involving other universities and faculties in Montenegro to Nren, involving new users, trainings for new users, promotional activities	Increasing number of end users, involving other institutions in Montenegro to Nren, , trainings for new users, promotional activities
<b>Netherlands - SURFnet</b>	This year we will organise the SURFnet Relatiedagen again. This time we want to make it more a co-creation/interaction day with working groups, discussions, interaction and less presentations.	Our communication will be more and more co-creation / innovate together with the end-users and institutions. We also want to create more materials like the Cybersave Yourself toolkit. Less campaigns in name of SURFnet. We will use the communications department of the institutions to spread information on new possibilities with innovative ICT.
<b>Netherlands - TERENA</b>		
<b>Norway</b>	In 2010 we're launching our new website, with (hopefully) an integrated customer service area. We're also promoting our new e-learning initiative; eCampus, which is trying to design an infrastructure for collaborative learning through multimedia and other tools.	We're looking into a more strategic approach to CRM. We're considering marketing towards end user on a broader scale.

<b>Portugal</b>	The new institutional website: a new layout; new services and new tools.	We plan to start using the resources and potentialities of the web 2.0 and to continue to promote and encourage our community to use our network infrastructure. The tools will be the organization of several events, the development and dissemination of contents using the video technologies, etc.
<b>Serbia</b>		
<b>Slovenia</b>	Conclusion of major web site redesign, possible wider campaign of network security awareness raising.	/
<b>Spain</b>	Planification and Management of the dissemination of RedIRIS's services, activities and national and International projects between the academic and research networks in Europe, the regulators, our affiliated institutions, the mass media, the suppliers and the society. - To organize events. - Defining the communication plan of RedIRIS - Writing and editing news reports and publications for print, coordinating publicity materials at events. - Participating like PR of RedIRIS in International meetings of Academic and Research Networks of Europe. - Working as PR, making communication between our affiliated institutions. - Negotiating of sponsorships.	Planification and Management of the dissemination of RedIRIS's services, activities and national and International projects between the academic and research networks in Europe, the regulators, our affiliated institutions, the mass media, the suppliers and the society. - To organize events. - Defining the communication plan of RedIRIS - Writing and editing news reports and publications for print, coordinating publicity materials at events. - Participating like PR of RedIRIS in International meetings of Academic and Research Networks of Europe. - Working as PR, making communication between our affiliated institutions. - Negotiating of sponsorships. To work making more contents about our functions and activities.
<b>Sweden</b>		
<b>Switzerland</b>	Image and customer satisfaction survey among Swiss Universities	Revise current communication concept Introduce CRM System
<b>UK – DANTE</b>	Working more closely with NREN partners through the PSP working groups, in communicating and promoting about the GEANT-related services to user groups. Dissemination of technical results through a technical journal or newsletter of some kind. Not exactly Comms/PR, but working more closely with service activities to assist with user surveys and requirements gathering exercises.	As per above. Also, our plans will depend upon some of the results of the rest of the project, and the changing requirements of our stakeholder.
<b>UK – JANET</b>	With a general election and the current state of the UK economy, a common thread through all of our activities will be the value we offer to our customers/funding bodies. JANET6 - public facing communications will ramp up during the year. Implementation of a JANET services portal	JANET6 - continuation of the work to determine and implement the upgrade to JANET
<b>UK - JISC</b>	Promotion of the whole JISC offering in line with institutional key concerns as opposed to technology driven promotion - how can JISC help institutions save money, improve their competitive edge, improve their internal management etc	It is not helpful to have any detailed plans three years hence but plans are likely to continue to follow institutional concerns and needs and not the promotion of specific technical tools or products

## Appendix 1 Survey From

### Section 1: Overview

1. Name of NREN \_\_\_\_\_

2. Name and email of Communications/PR contact completing the survey

#### 3. Number of PR Staff

- > <1
- > 1-3
- > 3-5
- > >5
- >

#### 4. Annual PR budget (excluding staff)

- > No specific budget
- > Less than 50,000 euros
- > 50,000 – 100,000 euros
- > 100,000 – 500,000 euros
- > 500,000 – 1,000,000
- > > 1,000,000
- > Do not know
- >

#### 5. Changes expected in 2010 in these areas:

- > No changes
- > Changes in number of PR staff (specify) \_\_\_\_\_
- > Changes in Comms/PR budget (specify) \_\_\_\_\_

## Section 2: Target audience

**6. For each target market segment, please advise which job function your NREN PR activity targets (as a whole). If you don't target a particular market segment, leave blank.**

- > Connected organisations' staff:
- > End users :
- > General public:
- > Government:
- > Other (specify)
- >

**7. Please specify the total number of contacts in your target audience**

- > < 50,000
- > 50,000- 100,000
- > 100,000 – 500,000
- > 500,000 – 1,000,000
- > More than 1,000,000

**8. Please specify any changes expected in 2010 in these areas:**

- > No changes
- > Changes in target market segments (specify)\_\_\_\_\_
- > Changes in job titles (specify)\_\_\_\_\_
- > Changes in # of target audience (specify)\_\_\_\_\_

### Section 3: Comms/PR tools

#### 9. What percentage of total resources (time, money, etc) are spent on:

- > Brochures (infosheets, case studies, company brochure, posters)
- > Technical publications
- > Newsletter
- > Conference (national and smaller)
- > Advertising (print and online)
- > Public Relations (proactive)
- > Market research
- > Website
- > Social networking
- > Other (specify)

100%

#### 10. Which social media tools has your NREN used in 2009 ?

- > Twitter
- > Facebook
- > LinkedIn
- > You Tube
- > Other (specify)
- > None
- >

#### 11. Which CRM (customer relationship management tool) does your NREN use

- > Specify \_\_\_\_\_
- > None
- > Don't know

## Section 4: Comms/PR Focus Areas

12. What will be your top three focus areas of Comms/PR efforts in the next year? (Maximum three selections)

- >
- > NREN general
- > AAI (Federation, middleware...)
- > eduroam
- > E2E and Lambda services
- > Video Conferencing
- > Certification Authority
- > IPv6
- > Safe internet/internet security
- > E-learning (and other multimedia that facilitates learning)
- > Other (specify)

## Section 5: Comms/PR Results

### 13. Please share the details of your most successful campaign of 2009

- > Target audience
- > Target job titles
- > Objective of campaign
- > Tools used
- > Description
- > Reasons for success

### 14. Please share the details of your least successful campaign of 2009

- > Target audience
- > Target job titles
- > Objective of campaign
- > Tools used
- > Description
- > Reasons for failure
- >

### 15. Please specify any new major Comms/PR initiatives for 2010

- > (launch new website, use social media, launch new service, organise conference etc.)
- >
- > Description
- >
- >

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