



TF-CPR COMPENDIUM

Communications and Public Relations Activities of NRENs in Europe
2010 edition

2010





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2010



Introduction

This is the sixth 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 NREs.

During the Trondheim TF-CPR meeting in October 2010, participants decided not to create a complete TF-CPR Compendium every year since the sections about PR and Communication resources contain information that doesn't change every year. For that reason, participants agreed that the sections which change frequently should be updated annually and sections about resources should only be updated every second year. This Compendium is the short version and contains PR and communications plans in 2011 and results in 2010.

The results published in this Compendium are based on an online survey carried out in March/April 2010 in which 26 organisations participated.





Organisations

Overview of the organisations that participated in the 2010 TF-CPR Compendium survey.

Country	Organisation	Name	Email Address
Austria	ACOnet	Christine Dworak	christine.dworak@univie.ac.at
Belgium	Belnet	Jeroen Gobin	jeroen.gobin@belnet.be
Croatia	CARNet	Goran Škvarč	Goran.Skvarc@CARNet.hr
Cyprus	CYNET	Antonis Tzirkallis	antonist@cynet.ac.cy
Czech Republic	CESNET	Gabriela Krcmarova	gabriela.krcmarova@cesnet.cz
Denmark	UNI-C/Forskningsnettet	Gitte Kudsk	gitte.julin.kudsk@uni-c.dk
Estonia	EENet	Maria Ristkok	maria.ristkok@eenet.ee
Finland	CSC/Funet	Tiina Leiponen	tiina.leiponen@csc.fi
France	RENATER	Virginie Blanquart	blanquart@renater.fr
Hungary	NIIFI	Lajos Balint	lajos.balint@niif.hu
Ireland	HEAnet Ltd	Fi Coyle	fiona.coyle@heanet.ie
Latvia	IMCS UL	Kristiana Muze-Feldberga	kristiana@sigmanet.lv
Luxembourg	RESTENA	Balic Anne	anne.balic@restena.lu
Netherlands	SURFnet	Lonneke Walk	lonneke.walk@surfnet.nl
Norway	UNINETT	Lars Fuglevaag	lars.fuglevaag@uninett.no
pan-European	DANTE	Melanie Pankhurst	melanie.pankhurst@dante.net
pan-European	TERENA	Laura Durnford	durnford@terena.org
Poland	PIONIER	Damian Niemir	niemir@man.poznan.pl
Portugal	FCCN	Marta Dias	marta@fccn.pt
Russia	e-Arena	Yury Izhvanov	yli@informika.ru
Serbia	AMRES	Natasha Lemajic	natasa.lemajic@rcub.bg.ac.rs
Slovenia	Arnes	Tomi Dolenc	tomi.dolenc@arnes.si
Spain	RedIRIS/red.es	Cristina Lorenzo	cristina.lorenzo@rediris.es
Sweden	SUNET	Hans Wallberg	Hans.Wallberg@sunet.se
Switzerland	SWITCH	Roland Eugster	roland.eugster@switch.ch
UK	JANET(UK)	Russell Nelson	russell.nelson@ja.net



Communication and PR Focus Areas

Focus Area

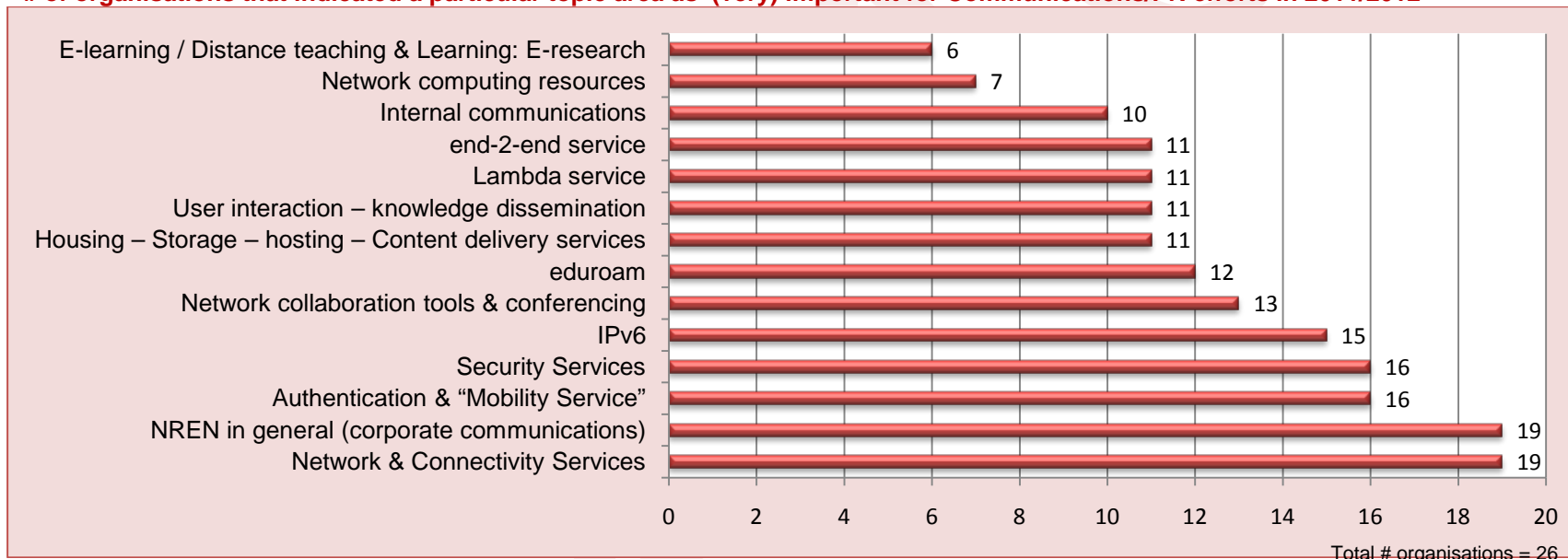
The participating organisations were asked about their focus areas for Communications/PR efforts in 2011/2012.

A 5-point scale was used: 1 is very important – 5 is unimportant. An empty cell meant no priority at all / not applicable.

The categories used were taken from the service classifications defined by TF-MSP for their task force work items, to ensure consistency in terminology across task forces.

The graphic below shows the number of organisations that indicated a particular topic area as (very) important for Communication/PR efforts. This overview shows that 'Network & connectivity Services' and 'NREN in general' is a (very) important focus area. Authentication & Mobility Services, Security Services and IPv6 are also mentioned as important focus areas.

of organisations that indicated a particular topic area as (very) important for Communications/PR efforts in 2011/2012



A more detailed overview of the focus areas per organisation is found in the table 2 on the next page.



TABLE 2:
Question: What will be your focus areas for Communications/PR efforts in 2011/2012?

1 = Very important
 2 = Important
 3 = Moderately important
 4 = Of little importance
 5 = Unimportant
 Empty cell = no priority at all / not applicable

Country:	Network & Connectivity Services	end-2-end service	Lambda service	IPv6	Security Services	Authentication & "Mobility Service"	eduroam	Housing – Storage – hosting – Content delivery services	Network collaboration tools & conferencing	Network computing resources	E-learning / Distance teaching & Learning: E-research	User interaction – knowledge dissemination	NREN in general (corporate communications)	Internal communications	Other (please specify)
Austria	1			2	1	1	2	5	4		5	2	1	4	Governmental Topics
Belgium	1	3	4	1	1	3	3	4	4	4	5	5	1	4	
Croatia	1	2	3	2	2	2	4	3	2	2	1	2	1	1	
Cyprus	1	2	3												There is a problem making the above choices. It does not allow more than 1 tick per line or per column
Czech Republic	1	1	1	1	1	1	1	2	1	2	3	1	1	1	
Denmark	2	1	1	1	2	2	3	5	2	5	5	3	2	3	
Estonia	2	5	5	4	3	1	3	2	5	1	3	4	3	5	
Finland															
France	3			2	4	1									
Hungary	1	2	2	1	1	1	1	2	1	1	3	3	1		
Ireland	1			1	3	2	3	1	3			3	1	1	
Latvia													1		
Luxembourg				2			2						2		
Netherlands	1	2	2	1	2	1	2	3	1	5	5	1	3	2	



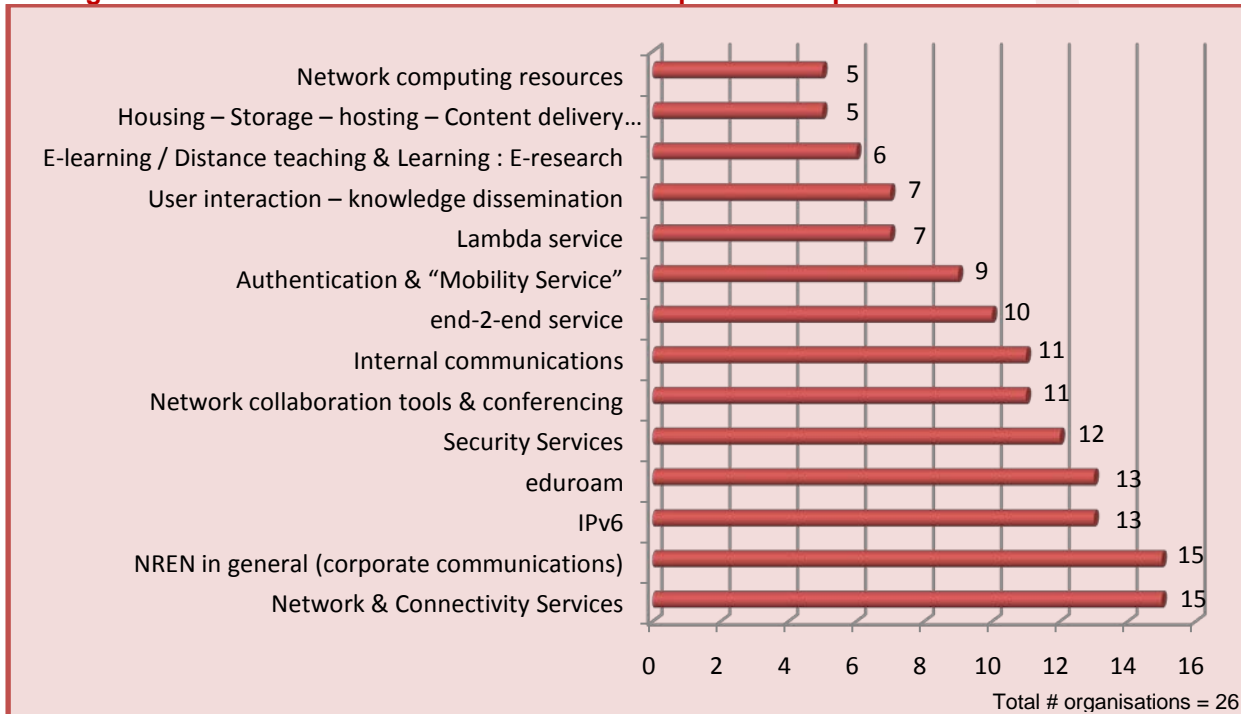
Country:	Network & Connectivity Services	end-2-end service	Lambda service	IPv6	Security Services	Authentication & "Mobility Service"	eduroam	Housing – Storage – hosting – Content delivery services	Network collaboration tools & conferencing	Network computing resources	E-learning / Distance teaching & Learning: E-research	User interaction – knowledge dissemination	NREN in general (corporate communications)	Internal communications	Other (please specify)
Norway	3	2	2	4	2	3	2	4	4	3	5	1	3	2	Customer relations management
DANTE	1	1	1	3	2	1	3		2			1	1	1	Of specific importance will be promoting new services, innovation/research achievements, the network and other R&E networking initiatives.
TERENA	2	2	2	3	2	2	2	2	3	4	4	3	2	3	social media
Poland	1	3	2	2	2	3	1	2	1	3	2	2	2	2	
Portugal	1	2	2	1	1	2	2	2	1	2	1	1	2		
Russia	1	2	1	2	3	3	3	2	2	2	2	2	2	3	
Serbia	1	5	2	4	2	2	1	5	2	4	1	2	1	1	
Slovenia	2	3	3	3	3	2	3	2	3	2	3	2	2	3	
Spain	1	3	3	1	2	1	1	2	2		4	3	1	3	
Sweden															
Switzerland	3	3	4	1	1	3	4	3	2	3	2	3	2	1	Social Media
UK (JANET)	1	3	3	3	1	1	1	1	2	3	4	4	2	2	



Collaboration

Topics for collaboration between NRENs PR staff on promotional work was also asked in the survey. Similar to last year, 'NREN in general' is a topic for which NREN's would like to collaborate. This year 'Network & Connectivity Services' has the same score: 15 NRENs would like to collaborate on this topic with other NREN's. 'eduroam', 'IPv6' and 'Security Services' are also topics for which NRENs would like to collaborate with other NRENs.

of organisations that would like to collaborate on a particular topic area



An overview of the collaboration interest per organisation is found in table 3 on the next page.



TABLE 3:

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

Country:	Network & Connectivity Services	end-2-end service	Lambda service	IPv6	Security Services	Authentication & "Mobility Service"	eduroam	Housing - Storage - hosting - Content delivery services	Network collaboration tools & conferencing	Network computing resources	E-learning / Distance teaching & Learning : E-research	User interaction - knowledge dissemination	NREN in general (corporate communications)	Internal communications	Other (please specify)
Austria					X							X	X		
Belgium	X			X	X		X						X	X	
Croatia	X	X		X	X	X		X	X	X	X	X	X	X	
Cyprus	X	X			X		X								
Czech Republic	X								X				X	X	
Denmark				X											
Estonia	X				X	X	X	X			X		X		
Finland															
France		X		X	X					X					
Hungary	X	X	X	X	X	X	X	X	X	X			X	X	
Ireland	X			X					X				X	X	
Latvia															
Luxembourg							X						X		
Netherlands	X	X	X	X		X	X		X						
Norway	X	X	X	X					X						
DANTE	X	X	X	X	X	X	X		X			X	X	X	
TERENA	X	X	X		X	X	X						X	X	Social Media
Poland							X				X	X	X	X	
Portugal	X			X	X				X		X	X			
Russia	X	X	X	X	X	X	X	X	X	X		X	X		



Country:	Network & Connectivity Services	end-2-end service	Lambda service	IPv6	Security Services	Authentication & "Mobility Service"	eduroam	Housing - Storage - hosting - Content delivery services	Network collaboration tools & conferencing	Network computing resources	E-learning / Distance teaching & Learning : E-research	User interaction - knowledge dissemination	NREN in general (corporate communications)	Internal communications	Other (please specify)
Serbia							X		X		X		X	X	
Slovenia	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Spain	X			X		X	X						X	X	
Sweden															
Switzerland															Social Media
TOTAL	15	10	7	13	12	9	13	5	11	5	6	7	15	11	



Social Media

Social media is growing. More and more NRENs want to use, or already use, social media in their communication activities therefore a question was added in this year's Compendium about the current and future use of social media.

We see that the **use** of social media by NRENs has grown. In 2009 almost 65% said they did not use social media at all compared to 23% in 2010. Similar to 2009, Facebook, YouTube and Twitter are the most frequently used social media tools. For a more detailed overview, see table 4 on page 11.

Plans for social media tools in 2011 were also investigated in the survey. Almost every NREN is planning to use social media tools in 2010. Besides Facebook, YouTube and Twitter, the two extra tools to be used most are LinkedIn and Blogs on your website.

For a more detailed overview of the planned social media tools see table 5 on page 12.

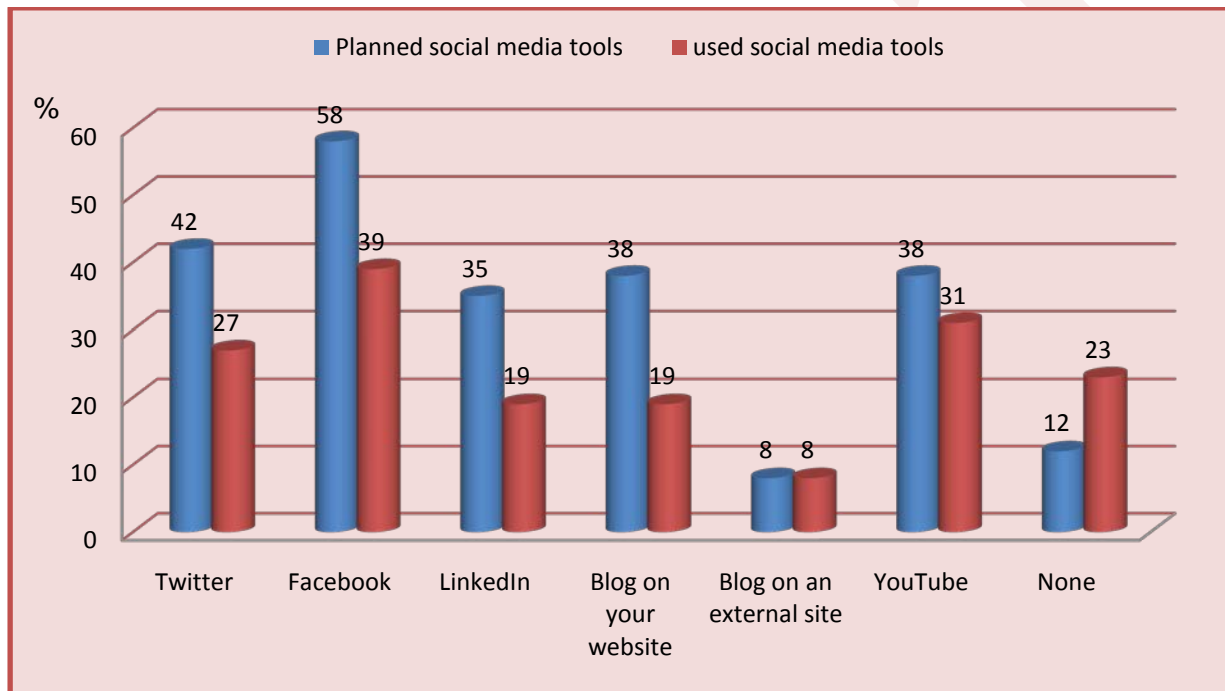




TABLE 4:
Which social media tools did your NREN use in 2010?

Country:	Twitter	Facebook	LinkedIn	Blog on your website	Blog on an external site	YouTube	None	Other (please specify)
Austria							X	
Belgium	X							
Croatia		X	X					Wikipedia
Cyprus							X	
Czech Republic		X				X		
Denmark		X						
Estonia		X						
Finland								
France							X	
Hungary		X	X			X		
Ireland	X							
Latvia								
Luxembourg							X	
Netherlands	X			X	X			
Norway	X	X	X		X			
DANTE	X	X				X		
TERENA	X	X				X		
Poland		X		X		X		
Portugal								
Russia			X	X				
Serbia							X	
Slovenia							X	
Spain		X		X		X		Email
Sweden								
Switzerland						X		Wikipedia
UK (JANET)	X		X	X		X		
TOTAL	7	10	5	5	2	8	6	



TABLE 5:
Which social media tools will your NREN be using in 2011?

Country	Twitter	Facebook	LinkedIn	Blog on your website	Blog on an external site	YouTube	None	Other (please specify)
Austria								most imaginable would be twitter, but I can hardly name it a "plan"
Belgium	X		X	X		X		
Croatia	X	X	X			X		
Cyprus							X	
Czech Republic		X				X		
Denmark		X						
Estonia		X						
Finland								
France							X	
Hungary		X	X			X		
Ireland	X			X				
Latvia								
Luxembourg							X	
Netherlands	X	X	X	X	X			
Norway	X	X	X	X	X			
DANTE	X	X		X		X		Currently researching further options.
TERENA	X	X				X		
Poland		X		X		X		
Portugal		X						
Russia			X	X				
Serbia		X						
Slovenia	X	X	X	X				
Spain	X	X	X	X		X		
Sweden								
Switzerland	X	X				X		Wikipedia
UK (JANET)	X		X	X		X		
TOTAL	11	15	9	10	2	10	3	



Communication and PR planned initiatives

New, major Communications/PR initiatives planned for 2011/2012 (e.g. launch new website, using social media, launch new service, organise event etc.) was investigated in the survey.

TABLE 6:

New initiatives planned for 2011/2012	
Austria	ACOnet Roadshow planned in May 2011 with focus on GovIX (Government Internet Exchange), CERT & Security Activities - Objective: acquisition of new participants of the sections: government, education, culture etc. Redesign of the ACOnet Website including a new content concept
Belgium	- Further implementation of new corporate style - Launch event website, ipv6.be, new support and services websites for our customers. - Study social media and integrating into our websites if necessary - Research about portal website - Marketing & Communication plan 2012 (adapting plan of 2011) - Implement crisis communication plan - Organizing 10-12 workshops (new in 2010) - Belnet Security Conference (yearly) - Belnet Networking Conference (yearly) - Marketing & Communication plan for BNIX, the Belgian National Internet Exchange - Marketing & Communication plan for CERT.be, the Belgian National Computer Response Team powered by Belnet. - Brand stretching campaign: 'Belnet is more than connectivity' (when launching a Voice service for our customers)
Croatia	Organization of the celebration of the 20 years of the CARNet institution organization of summer school for young programmers on mobile platforms CARNet Users Conference 2011
Czech Republic	We would like to launch new service, organise events, launch new website, use the social media...
Denmark	Information packet to decision makers/it-directors at the connected institutions. Start exploring the use of social media Material and courses for it-supporters
Estonia	Computer Drawing Competition 2011 devoted to the International Year of Forests Will be carried out in Autumn 2011. Will have a website and Facebook account. Collaboration partners, prizes, jury still have to be found.
Hungary	Website improvement, organising 20th and 21st NETWORKSHOP Conference, organising other workshops, meetings, tutorials ..., publishing new editions of our periodical NIIF News, reporting about NIIF activities at non-NIIF organisad events in Hungary and abroad.
Ireland	1 HEAnet National Networking Conference 2011 2. Resume work on the production of a new Corporate Brochure 3. Planning to launch a number of new services for our clients
Luxembourg	- New logo for RESTENA. Next annual report. - TF-CSIRT Meeting hosted in Luxembourg on 22nd and 23rd September 2011. -New service: LUgrid. LUgrid is a computing grid infrastructure for the Luxembourgian research and education community. LUgrid is managed by RESTENA Foundation and has been built in cooperation with BEgrid, the Belgian Grid for Research. Participation to LUgrid is open to all members of the research and education community.



New initiatives planned for 2011/2012	
Netherlands	1) launch new website end 2011/beginning 2012 2) launch new vision and implementation on intranet
Norway	Organizing and marketing the NORDUnet conference 2012. Establishing a system for customer relations management. Coordinating and consolidating external webpages and portals. Implementing a reorganization of the UNINETT group through reinforcing corporate culture and core values, using internal communications.
DANTE	- building services websites, appended to our main website, and expanding research results content - continuing to develop our social media strategy - focus on innovation of the project and its results - developing closer relationships with user groups and disciplines - participating in EGI User Forum, TNC, EUNIS International Conference and SC11 and potentially others during the year - building up support and materials/tools for GÉANT PR Network
TERENA	Push ahead with continuation of social media after TNC2011
Poland	- organisation of Future Internet Assembly in Poznań, Poland - October 2011 - PR of the PLATON project of the PIONIER which implements 5 modern ICT services: videoconference services, eduroam services, campus services, archiving services and science HD tv services available to the scientific community in Poland. - upgrade of our new website
Portugal	Launching the new web site; Organizing the annual event for the community
Serbia	So far, AMRES did not have any major campaigns, but in February 2011 we started with the promotion of eduroam, with only several pilot institutions. We plan to promote the eduroam service throughout the year, along with AMRES multimedia portal.
Slovenia	- Using social media - Encouraging the interns to write technical blogs - Newsletter - Launching new services (storage, blog, cloud services) - Raising reputation of our annual conference
Spain	- In 2011 RedIRIS organizes these events: Alcatel Training, Security Forum, eduroam training, Working Groups meetings (2), Identity and Movility Forum, RedIRIS Technical Conference and several working meetings. RedIRIS is collaborating with TERENA, GARR, Internet 2, Liceu and CESCO, in the organizing the PAPW Workshop. The most important events will be web, and we will do the dissemination by different channels: press releases in the web, writing on Facebook Group, sending mails by distribution lists, ... - We are working to have the Services Portfolio Brochure of RedIRIS. - We want to create a Facebook page, and perhaps a Twitter page and a Tuenti page of RedIRIS. We are preparing the new version of RedIRIS LinkedIn page. - According to RedIRIS-NOVA project, we are going to make dissemination of the project and, perhaps, we will organize an event.
Switzerland	Introducing social media promoting SWITCHcast with commercials Raise awareness for SWITCH and its services plan and organise event for 25 anniversary of SWITCH in 2012
UK (JANET)	Connectivity Eduroam family of products Videoconferencing New website New portal



Appendix 1 Questions

1 What will be your focus areas for Communications/PR efforts in 2011/2012?

5 point scale: 1 is highest priority – 5 is lowest.

0 is no priority at all / not applicable

- Network & Connectivity Services
 - end-2-end service (please mark if this is applicable)
 - Lambda service (please mark if this is applicable)
 - IPv6 (please mark if this is applicable)
- Security Services
- Authentication & “Mobility Service”
 - eduroam (please mark if this is applicable)
- Housing – Storage – hosting – Content delivery services
- Network collaboration tools & conferencing
- Network computing resources
- E-learning / Distance teaching & Learning : E-research
- User interaction – knowledge dissemination
- NREN in general (corporate communications)
- Internal communications
- Other,(please fill in)

2. Please share the details of your most successful promotion, campaign, event or communication activity in 2010?

- a. Target audience
- b. Target job titles
- c. Objective of campaign
- d. Tools used
- e. Description
- f. Reasons for success

3. Please share the details of your least successful promotion, campaign, event or communication activity in 2010?

- a. Target audience
- b. Target job titles
- c. Objective of campaign
- d. Tools used
- e. Description
- f. Reasons for failure



4. Which social media tools did your NREN use in 2010?

- Twitter
- Facebook
- LinkedIn
- You Tube
- Yammer
- Blogging on your own website
- Blogging on an external website
- Other,
- None

Describe briefly how these tools were used:

5. Which social media tools will your NREN be using in 2011?

- Twitter
- Facebook
- LinkedIn
- You Tube
- Yammer
- Blogging on your own website
- Blogging on an external website
- Other,
- None

Describe briefly how these tools will be used:

6. Please describe your important Communications/PR initiative(s) planned for 2011/2012 (e.g. launch new website, using social media, launch new service, organise event etc.)

Description:



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Editor: Lonneke Walk (SURFnet) and Carrie Solomon (TERENA)
Design and production: Lonneke Walk (SURFnet)
Web Form: Carrie Solomon (TERENA)

For further information:

TERENA Secretariat

t. +31 20 530 4488

f. +31 20 530 4499

www.terena.org/

secretariat@terena.org

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