Overview
This meeting preceded the 2014 TERENA Networking Conference.

List of participants

<table>
<thead>
<tr>
<th>Present</th>
<th>Person</th>
<th>Organisation</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kathryn Anthonisen</td>
<td>CANARIE</td>
<td>Canada</td>
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<tr>
<td>2</td>
<td>Lajos Balint</td>
<td>NIIF/Hungarnet</td>
<td>Hungary</td>
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<tr>
<td>3</td>
<td>Gabriela Aillon</td>
<td>REUNA</td>
<td>Chile</td>
</tr>
<tr>
<td>4</td>
<td>Mónica Aguilera</td>
<td>REUNA</td>
<td>Chile</td>
</tr>
<tr>
<td>5</td>
<td>Tania Altamirano López</td>
<td>RedCLARA</td>
<td>N/A</td>
</tr>
<tr>
<td>6</td>
<td>Laura Durnford (TF-CPR Secretary)</td>
<td>TERENA</td>
<td>N/A</td>
</tr>
<tr>
<td>7</td>
<td>Bu Sung (Francis) Lee</td>
<td>SINGAREN / TEIN*CC</td>
<td>Singapore / N/A</td>
</tr>
<tr>
<td>8</td>
<td>Yasuichi Kitamura</td>
<td>APAN</td>
<td>N/A</td>
</tr>
<tr>
<td>9</td>
<td>Audrey Gerber via VC</td>
<td>IUCC</td>
<td>Israel</td>
</tr>
<tr>
<td>10</td>
<td>Tomi Dolenc</td>
<td>Arnes</td>
<td>Slovenia</td>
</tr>
<tr>
<td>11</td>
<td>Jakub Havel</td>
<td>CESNET</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>12</td>
<td>Gitte Kudsk (TF-CPR Chair)</td>
<td>DeIC</td>
<td>Denmark</td>
</tr>
<tr>
<td>13</td>
<td>Laetitia Lagneau</td>
<td>Belnet</td>
<td>Belgium</td>
</tr>
<tr>
<td>14</td>
<td>Elke Direckens (via Skype)</td>
<td>Belnet</td>
<td>Belgium</td>
</tr>
<tr>
<td>15</td>
<td>Tiwonge Banda</td>
<td>UbuntuNet Alliance</td>
<td>N/A</td>
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<tr>
<td>16</td>
<td>Patricia Mtungila</td>
<td>UbuntuNet Alliance</td>
<td>N/A</td>
</tr>
<tr>
<td>17</td>
<td>Carol de Groot</td>
<td>Freelance</td>
<td>Netherlands</td>
</tr>
<tr>
<td>18</td>
<td>Rodrigo L. Soto Marifil</td>
<td>RedCLARA</td>
<td>N/A</td>
</tr>
<tr>
<td>19</td>
<td>Damian Niemir</td>
<td>PSNC</td>
<td>Poland</td>
</tr>
<tr>
<td>20</td>
<td>Mari Prestvik</td>
<td>UNINETT</td>
<td>Norway</td>
</tr>
<tr>
<td>21</td>
<td>Marcus Mannarino</td>
<td>RNP</td>
<td>Brazil</td>
</tr>
<tr>
<td>22</td>
<td>Yousef Torman</td>
<td>ASREN</td>
<td>N/A</td>
</tr>
<tr>
<td>23</td>
<td>Christian Panigl</td>
<td>AConet</td>
<td>Austria</td>
</tr>
<tr>
<td>24</td>
<td>Helga Spitaler (Facilitator Global PR Network)</td>
<td>DANTE</td>
<td>N/A</td>
</tr>
<tr>
<td>25</td>
<td>Yves Baert</td>
<td>Belnet</td>
<td>Belgium</td>
</tr>
<tr>
<td>26</td>
<td>Jane Gifford (via VC)</td>
<td>AARNet</td>
<td>Australia</td>
</tr>
<tr>
<td>27</td>
<td>Colleen Wint (via VC)</td>
<td>CKLN</td>
<td>N/A</td>
</tr>
<tr>
<td>28</td>
<td>Domen Božeglav (via VC)</td>
<td>Arnes</td>
<td>Slovenia</td>
</tr>
</tbody>
</table>

Agenda & slides are at:

List of actions and conclusions on page 11.
Welcome: Introductions and agenda

Gitte Kudsk & Helga Spitaler

Gitte and Helga welcomed participants who individually introduced themselves and their objectives for attending. Christian Panigl specified, for example, that ACONet as an infrastructure will be celebrating its 25th anniversary in 2015 and he was therefore interested in exploring opportunities for teaming up with other organisations around the world to give the event a more global angle.

Patricia Mtungil who joined the UbunuNet Alliance as Communications Officer at the beginning of the month was welcomed as a new member of the community.

Update since TNC2013

Laura Durnford

As TF-CPR Secretary and member of the Global PR Network (GPRN) Steering Committee, Laura provided a brief overview of GPRN and TF-CPR activities since TNC2013.

GPRN developments include the formation of a Steering Committee, dengue fever workshops in Asia-Pacific and the Caribbean, global classroom initiative, discussions on global case studies and a global NREN boilerplate to explain the interconnectedness of NRENs across the globe.

On the TF-CPR front, Laura highlighted the two TF-CPR meetings held since TNC2013: Rome, September 2013 which marked the 10th anniversary of the task force, and Vienna, February 2014, a joint meeting with TF-MSP to explore synergies and discuss the discipline and understanding of ‘marketing’ in NRENs.

For more information please see minutes available from http://www.terena.org/activities/tf-cpr/pastmeetings/.

NREN updates:
1) REUNA - Chile

Mónica Aguilera

Guided by the motto “expanding the frontiers of knowledge”, over the past 20 years REUNA has contributed to Chile’s digital development and was the first LA NREN to connect to the regional RedCLARA backbone. Astronomy is seen as a major driving force behind the success of REUNA with 75% of the existing telescopes connected. In 2018, Chile is expected to accommodate most of the global telescope facilities (LSST, GMT, CCAT). REUNA is seen as an innovation facilitator also by other disciplines, e.g. bioinformatics, high performance computing and particle physics (participation in CERN’s Atlas experiment).

Communications focus: working on positioning REUNA as a key player in the development of the country. Focus on corporate image and social media; website now available also in English. Revamped newsletters (currently available only in Spanish): ‘REUNA Más’ weekly, ‘Red en Acción’ twice a year.

20 year anniversary to be celebrated throughout this year with a campaign on social media, an event to mark it likely to be staged next year.
Lajos congratulated REUNA on being such a big player in global astronomy collaborations but queried whether REUNA was prepared for that data deluge in terms of bandwidth and speed if they aim to become a global coordinator. Mónica confirmed that REUNA is doing all the right things to get ready to tackle the challenge, such as participating in the FP7-funded EVALSO project which aims to improve connectivity of 2 observatories in the Atacama desert to allow real-time data exchange between Chilean and European scientists.

Helga encouraged Mónica to share what REUNA does in terms of promotion to and support of the astronomy community. Best practise and material could be useful when developing case studies etc. for SKA etc.

2) RedCLARA – Latin America

Tania Altamirano, PR & Communications Officer & Rodrigo Soto, Product Manager

Tania first provided an overview of the LA NRENs’ PR network and then outlined the promotional activities in the context of the ELCIRA project. Rodrigo complemented the picture with additional information on ELCIRA.

RedCLARA is approaching its 10th anniversary, so they are keen to team up with other ‘celebrating’ NRENs in other parts of the world, such as ACOnet.

LA NRENs’ PR Network
Currently 12 NRENS in LA are connected to the RedCLARA network. Inspired by the TF-CPR group, an intra-regional dissemination and public relations network (LA NRENs PR Network) started in 2010 as part of the visibility plan of the EC-funded ALICE2 project to build expertise and disseminate together. The objective was to share what everyone was doing and to help build PR expertise, considering the great variation in size of NRENs staff and the fact not every NREN has a dedicated PR person.

The channels for sharing are a common mailing list and one that’s specific to the group. Partners have access to the RedCLARA website and can publish directly. News and events announcement can also be shared and disseminated via Facebook and Twitter. Together the NRENs have more than 20,000 contacts who can be informed directly about events etc.

During ALICE2 members had virtual and face-to-face meetings and developed two PR compendia. Although the ALICE2 project is now completed, members of the LA NRENs’ PR Network have decided to continue the collaboration, in the first instance virtually, as they value this human network (“the network is made of people not Mbps”). They are also keen to share experiences with other emerging regional networks that are building up their PR expertise, notably CKLN in the Caribbean and the UbuntuNet Alliance in SE Africa.

ELCIRA project
ELSIRA (Europe Latin America Collaborative e-Infrastructure for Research Activities) is an FP7-funded project which aims to enhance and facilitate research collaborations between Europe and Latin America by offering and promoting interoperable end-user services and collaborative tools (e.g. establishing AAI federations and fostering interfederation with Europe’s eduGAIN; high-quality video- and web
conferencing; fostering the implementation of eduroam in LA and a social platform for researchers). Rodrigo explained that the portal that offers the social platform for researchers is new. The aim is to build an online community and discussion forum. The idea is to have a cloud service that each NREN can adapt and use as they want. CEDIA is the portal tool. Currently uses Joomla but plans are underway to work in something more suitable for collaboration and to streamline the number of steps to use the platform. There is also interest in collaborating on FileSender. In a nutshell, the focus of ELCIRA is to simplify things and to collaborate to give users what they need. The ELCIRA services will be embedded in the NREN portal.

As RedCLARA is the project coordinator, they are very active in promoting ELCIRA, including participation in international events (e.g TICAL [http://tical2014.redclara.net/en/index.html]), production/dissemination of promotional material and organisation of virtual informative meetings ("Dias Virtual") which offer an opportunity for researchers to come together and find out about the potential of R&E networks. Tania specified that although the promotion is primarily driven by RedCLARA, NRENs are involved and encouraged to rebrand and adapt the promotional material to cater for their own national user communities.

Tiwonge wanted to learn more about how RedCLARA managed to kick off and build an active regional PR network, a challenge the UbuntuNet faces also in Africa. Tania confirmed that there were resourcing problems also in Latin America. When the idea was launched, colleagues in some NRENs nominated themselves, in other cases RedCLARA proactively asked for the best contact by approaching the NREN director. In CUDI’s case (the Mexican NREN) the designated person was the director’s PA who has since been promoted to PR Manager. In addition, group members were able to participate in various PR tutorials.

Carol recalled similar hurdles in Europe when TF-PR (previous name of TF-CPR) was launched. This was the reason why at the beginning lots of workshops on ‘how to’ were organised to help get people up to speed (“we were people not professionals when we started”). All this material is still available online.

3) CKLN - Caribbean

Colleen Wint

NREN development and the building of a regional R&E network in the Caribbean faces challenges in terms of population size, geographic extension, language mix, cultural diversity and level of infrastructure. There are 20 countries (mainly islands) with a population of over 42 million. C@ribnet was set up with EU funding to develop the regional core (currently 19 countries connected) and to provide connectivity to the rest of the world. Big differences in NREN development: Belize, Bahamas, Jamaica, Dominican Republic, for example, have or are in the process of forming their own NRENs, whilst some islands together act as if they were one country, one NREN. Because of this steep learning curve and the varying degree of readiness of the emerging NRENs, CKLN (Caribbean Knowledge and Learning Network) assumes the role of a regional REN until emerging NRENs are consolidated.

CKLN’s communications focus is currently on key stakeholder relationship building, particularly at
ministerial level to secure necessary commitment and buy-in both at national and regional level (CARICOM). This includes bi-monthly communiques to ministers. CARICOM has its secretariat in Guyana with agencies focused on specific areas. CKLN held a workshop for them raise awareness and gain a better understanding of priority areas and how R&E networking can help tackle main challenges (demos of telemedicine, etc.).

Feedback to the C@ribnet launch event was very positive and there is now interest from other parts of the world to collaborate. In addition, CARICOM has developed a strategy for a single ICT space in the region, which is expected to provide a boost to C@ribnet.

One of the main challenges is the general perception that only large unis/institutions (e.g. University of the West Indies) can be involved and only large islands can benefit. In addition, there is limited involvement of some NRENs in local projects which results in them being perceived as CKLN projects. Another hampering factor is the slow adaptation of the C@ribnet portal (templated on the RedCLARA portal). Colleen is working towards turning usage data into something meaningful and understandable and making the portal generally more user friendly.

There is currently little uptake of social media; limited resources for dedicated PR support. Colleen is pushing NRENs to include PR resources in their planning.

In view of the need to secure funding beyond 2015 (both regionally and from the EU), the primary PR & communications objective for the year ahead (in addition to consolidating CKLN as a credible CARICOM agency) is to demonstrate the use of the network and to address the education/science imbalance pushing in particular applications in the area of health, climate change and sustainable development. In that context, CKLN is organising, among others, a dengue fever workshop on 12 June raising awareness for the potential of R&E networking in facilitating research to combat the disease. Another priority area is crime & security: the Caribbean Police Academy Project aims to provide virtual collaboration facilities for training and exchange of regional security information purposes. 35 police training academies across the region are expected to be connected to C@ribnet. The partnership between CKLN and the US Department of State’s Bureau of International Narcotics and Law Enforcement Affairs is equally expected to benefit from the network.

Laura suggested it might be a nice opportunity for CKLN to team up with ACONet for its anniversar

4) UbuntuNet Alliance – Southern & Eastern Africa

Patricia Mtungila

The UbuntuNet Alliance (UA) is the regional organisation for Southern and Eastern Africa and is a partner in the EC-funded AfricaConnect project (2011- 2015), which aims to procure, implement and operate a regional R&E network in Southern and Eastern Africa. It has a budget of €15m (cost-sharing: 20% from NRENs, 80% from EDF). First network links were implemented in March 2014 with currently Kenya, Mozambique, South Africa, Sudan, Tanzania and Zambia being connected. Focus not just on connectivity, but also on services that benefit people of Africa.

Communications has always been of central importance to UA, to keep a well-informed community and
to raise awareness for the benefits of NRENs. At the beginning, they relied on mailing lists and their website (since 2006) as dissemination channels, but have since significantly stepped up efforts with the very successful NUANCE Newsletter (readership grown from 200 in 2006 to 3000 in 2014 – available both in English and French with R&E networking news from around the world), a communications strategy developed in 2011 and a full-time Communications Officer (Patricia) hired in May this year.

Communications strategy based on consistent and constant communication with identified target audiences (member NREN personnel; researchers; students; ministerial officials & regulators; media - particularly in Malawi since the UA Secretariat is located there; global R&E networking community), strategic outreach (targeted promotion, e.g. with tailored mailing lists), innovation (adapt to new communications tools to reach people), and feedback (how do people see and use the network?). Conferences seen as key. UbuntuNet Connect to be held in Lusaka, Zambia, 13-14 Nov 2014. Main communications priority is raising awareness of UA as organisation and network and making the case for R&E networking.

Positive trends include the fact that collaborative research is gaining ground, recognition by governments that NREN need support and NRENs provide more than just connectivity. Challenges: common problem of lack of dedicated staff in NRENs (not just PR); growing the readership base (e.g. translation into Portuguese to cater for readers in Mozambique); services are under-utilised due to lack of awareness among end users; continuous capacity building required in NRENs; challenging and fast changing political environment which requires NRENs and UA to establish new relationships with decision makers and get them to realise the potential of the network in helping them to achieve their development agenda.

Looking ahead, UA is reviewing its communications strategy introducing time and budget sensitive metrics. Ubuntu is about people, so they want to communicate to people, but want to do so with a consistent image as an Alliance and with a revamped website.

Helga asked Tiwonge how the UA had been so successful in its outreach activities despite all the constraints. Tiwonge explained that UA started off in 2006 as a community of people, long before it started offering connectivity. That was a very healthy starting point, which kept them strong. The NUANCE newsletter was a full time job, but he got help from Margaret Ngwira and Rose, the Interim Comms Officer.

On their wish list is to replicate the TF-CPR / LA NRENs’ PR Network model and set up a regional PR network from the associated NRENs. As already highlighted in previous presentations (and confirmed also by Yousef as far as the Arab world is concerned), this is not an easy task. Tiwonge, Patricia and Colleen welcomed the idea of setting up a working group within the Global PR Network to develop and document ideas and share experiences in building a regional PR network among NRENs.

**Dengue Fever Session - recent activities and how to extrapolate to other topics**

*Discussion led by Bu Sung (Francis) Lee*

Francis explained that at TNC2013 members of the Global PR Network agreed to focus their outreach efforts on issues of global concern, with infectious diseases being chosen as the prime candidate. Following some desk research and recent outbreaks of dengue fever in Singapore, Francis subsequently
suggested to narrow the wide area of infectious diseases down to dengue fever and TEIN*CC took on the task to kick-off the work and organise a workshop at the APAN meeting in Bandung, Indonesia in January 2014. The objective of this workshop was to bring clinicians and researchers together and raise awareness of the benefits of R&E networks in facilitating their collaboration and exchange of ideas to combat this disease and stop its spread.

The major challenge consisted in reaching out to a new user community that NRENs have previously not taken an interest in and who, in turn, knew little (or nothing at all) about research networking. Contacts were made by involving the TEIN governors (to get NREN support), members of the Global PR Network, desk research, contacting coordinators of international dengue fever projects, and most effectively of all, by Francis meeting clinicians in Singapore. Time zones proved difficult and as a result it was decided to have a regional workshop with TEIN*CC and APAN pooling forces: APAN provided the venue and logistical support and TEIN*CC provided the funding and organisational support.

5 clinicians/researchers/public health officials from Malaysia, Bangladesh, Pakistan and the Philippines participated in person, 4 doctors/researchers from Singapore, Japan, Sri Lanka and Australia participated remotely. Presentations were followed by a roundtable discussion. What worked really well was the participation of some NREN representatives to provide additional insight into what research networks are and how NRENs can support this user community. A representative of the APAN telemedicine / telesurgery working group was also in the room which proved very useful in explaining the potential of research networks from a medical research perspective. Some participants stayed on for the rest of the APAN meeting and attended some other medical group sessions where they could see network-enabled collaborations in action.

Network requirements of this diverse research community differ. Videoconferencing / webconferencing is certainly of interest for virtual meetings/case discussions etc. Generally speaking, it is wet lab research with limited bandwidth demands. However, there are also more computationally intensive applications such as mathematical modelling to produce a dengue outbreak detection system. Videoconferencing was a good way to showcase how NRENs can facilitate remote collaboration. NRENs provided required technical support to doctors that are not familiar with the technology. However to make this sustainable, engineers at the hospitals need to be properly trained. This is also a challenge faced by more established (tele)medical groups, like Prof. Shimizu’s TEMDEC group. Francis welcomed the decision of TEIN*CC to support a training workshop for medical technical staff as far as telesurgery sessions are concerned. Carol pointed out that ‘how to use videoconferencing’ instructions and material have already been developed and could be circulated further. Rodrigo also suggested to develop material together if we have a place to work on it and share it. Laura said the new federated wiki space provided by TERENA is nearly ready for use.

Continuity of the dengue fever activity is secured with Prof. Leo (Singapore) volunteering to facilitate a virtual meeting to discuss clinical case management. In addition, the workshop model of Bandung has now been rolled out to the Caribbean (12 June 2014) and the UbuntuNet Alliance has also indicated an interest in holding a similar workshop (mentioning also the recent dengue fever outbreaks in Tanzania and Mozambique). The focus of these workshops is regional, however participation from other regions is encouraged.
Helga highlighted the PR value of the community-building potential of these workshops and generally speaking of reaching out to new communities. So it does pay off from an NREN viewpoint. It is however very resource intensive, so it is also a question of convincing our managers to reach out to the ‘underdogs’. Following the workshop in Bandung, AARNet’s Business Development Team, for example, has engaged actively with the Australian dengue fever research community. Jane also stressed that potentially we could apply the experience/lessons learnt to other topics and other fairly unknown user communities (e.g. cultural, food security etc.) and provide them with collaboration tools such as videoconferencing. The key factor for any success in reaching out to new user communities is actually finding champions within such communities. The Global PR Network could be instrumental in reaching a wider audience when disseminating results and identifying new contacts.

This collaboration is also a good candidate for a global case study.

Dengue Fever session: Towards collaborative global case studies

Jane Gifford

A global case study of some sort is a way to see how this could be of use to the group. It links to the vision of building reputation etc. at a global level, demonstrating the importance of NRENs, showing the value as part of global network of networks and building trust in services. A case study is a way of visualising and talking about that.

Jane is happy to lead the work on a global dengue fever case study (tapping also into the community building potential). The global NREN community can come in to bring researchers together. This will entail a further discussion on how to go about and what format the case study should take on to allow re-branding so that it can be re-used and adapted to the local context. Could gather dengue multimedia content, text; each NREN submits 250 words about projects unique to their country? These were some of the initial ideas, which will need fine-tuning.

Jane would also like to develop a case study on e-education, building on the existing GÉANT (http://www.geant.net/Resources/Media_Library/Documents/Teaching_and_learning_goes_global.pdf) and include MOOCs. Other possible themes: telemedicine; food security; performing arts. A generic template could be used.

A document with suggestions on how to approach case studies has been developed and can be shared. Audrey was also happy to share an introductory email text to approach project contacts to feature in case studies. The wiki with federated login should facilitate such sharing in the future.

Collaborating Compendia

Laura Durnford & Elke Dierckens

In her introduction, Laura provided an overview of efforts undertaken to align the TF-CPR Compendium with the main TERENA NREN Compendium. The TERENA compendium covers ca. 50 NRENs globally as opposed to ca. 20 European NRENs as far as the TF-CPR compendium is concerned. The latter inspired the LA version, but currently there is no liaison. Is there value in a global CPR compendium and in
aligning the global CPR compendium with the main global NREN compendium collaboration? A greater alignment of timings, questions, survey tools and cross-referencing would be required.

Elke then presented the results of the TF-CPR Compendium survey launched at the Vienna meeting in February 2014.

25 organisations completed the survey. Top 4 functions are Corporate communications, PR, Event management and Internal communications. The main focus areas are NRENs in general, AAI, safe internet; IPv6 has become less important a focus area since previous years.

Most of the organisations target researchers, specific sub-groups, staff and government. The questions about researchers were newly added so it is not possible to see whether there was a change since previous years. The end-user focus was reported at 88% with emphasis on maintaining users and user satisfaction. How to attract new users could be a topic for one of the next TF-CPR Meetings.

Social media are now used by all (but 4) NRENs: (Facebook, Twitter, Linked In, YouTube). Some NRENs work together on how to promote a service. The next TF-CPR could provide an overview of such collaborations.

2014 new initiatives are to strengthen marketing approach (shift from comms to marketing); new websites (image / branding, new portal sites). 2 or 3 want to work more on social media and use paid adverts. Some are thinking of cooperating with major IT media / partners and reach more effectively the political level. Additional focus on clouds and end-user satisfaction.

During the discussion it emerged that the questionnaire needed revising to incorporate more questions on marketing (including product marketing) and how to reach out to end-users. Kathryn suggested to evolve the questionnaire further and ask members to share ‘success stories’ in their PR/Comms/marketing activities. What has really worked for them? Did a change in strategy or piece of collateral make the difference and turn things round? There is already a question about most and least successful campaigns, but ‘campaign’ may be the wrong word and these questions could be developed further.

Coming back to the idea of a global CPR compendium, Laura asked the participants whether they would want to participate in a more global survey. Most agreed, provided there is more focus on the end-users and how to reach out to them.

**Safer Internet Use MOOC**

*Domen Božeglav*

Domen presented about Arnes’s first Massive Open Online Course (MOOC), which was on Safer Internet Use in schools. Slovenian schools are increasingly digitised (incl. online diaries etc.), so security and safe use of the Internet are of vital importance. As part of a security campaign, Arnes has provided lessons at schools for many years – how to protect, viruses, online identity etc. At a certain point the demand outstripped the ability to meet the requests, hence the idea to set up a MOOC (normal online courses usually cater for ca. 20–30 students, MOOCs can target thousands – anyone that would like to can take part).

Safer Internet use is in line with the Digital Competences Framework of the EU (2013). Arnes joined forces with faculties and organisations like the Slovenian counterpart of JISC in
The course has a 3-week structure and follows Digital Competences: protecting devices; protecting data & digital identity; protecting health & environment. Each week included a video (around 20 min - recorded a real lesson and cut into parts according to the competences). This is followed by additional reading, forum participation and exam & self-evaluation.

There are many technical solutions that can be used. A simple (guerilla) approach was to use Moodle and Arnes’s video portal plus video material already created for the lessons and get help of a skilled student. The biggest challenge is to persuade people to participate and commit to an online course, compounded by the fact that only 5-10% of the participants actually finish the course. Arnes is working towards a certificate that teachers can use to prove they have completed the course (also good for self-promotion). For children, a different approach is required, Arnes is thinking of a small digital ‘badge’ so their friends can see on their Moodle profile that they have achieved something. They are also working with the National Institute for Education to get additional credibility for the certification.

Laura was wondering whether there was a vision for this MOOC in the Global PR Network context. Domen replied that as soon as it could be made available in English everyone would be welcome to re-use it.

**FileSender promotion - recap and discussion**

*Laura Durnford with slides previously presented at TF-CPR Feb 2014 by Jan Meijer (UNINETT) and contributions from Guido Aben (AARNet)*

Laura provided an overview of FileSender - a file transport service for research and education which was developed into the open-source FileSender software under Jan Meijer’s leadership (he received this year’s community award). This simple-to-use, federated, web-based and trusted service (as provided by NRENs) allows users to share arbitrarily large files with a private audience through a trusted intermediary. FileSender is now deployed by almost 40 NRENs, institutions and other organisations around the world. Data shows there has been a steady growth in usage during the past five years. New releases planned for 2014 will improve the speed of uploads and the protection of downloads, and will add encryption and multi-file support. The FileSender project is funded by AARNet, Arnes, BELNET, CSC/FUNET, HEAnet, SURFnet, and UNINETT.

Christian suggested to have a FileSender finder/directory on the homepage.

NRENs are using but not actively promoting this service. As November 2014 marks the fifth anniversary of the first FileSender release, Laura suggested that a promotional campaign could be launched around that time. UNINETT has promotional material, but it has not been shared yet. Can it be re-packaged? UNINETT sends this material to campuses.

Another suggestion to promote the service could be in the email message (if you need to send a large file, use Filesender).

What are the key messages that can be used to promote the service?

Guido stressed that this is a good example of people from NREN community contributing to a key
Tomi stressed that messages are not a problem (simple etc), but for example in Slovenia not all organisations are federated yet. Also, it is challenging to promote FileSender and DropBox at the same time. A suggestion could be finding good use cases and focus on the key benefits and selling features. Guido explained that both services co-exist at AARNet. Users promote them by word of mouth. Give the users a wide ecosystem of services from which users can choose. AARNet tweets good use cases, the relevant researchers than re-tweets. These use cases are available also on AARNet’s news blog.

**Meeting summary, actions**

1) We need a ‘home’ to up- and down-load material we want to share. A joint TF-CPR/Global PR Network wiki with federated access would be a good solution. This would enable for example Monica to share her promotional material/strategies targeting the astronomy user community. This could also host a shared (global) events calendar

*Action: Laura* to send out link to login once available.

2) Jane volunteered to coordinate work on global case studies
   a) e-education (building on existing case studies)
   b) Dengue Fever

*Action: Jane* to initiate follow-up discussion within the Global PR Network as to next steps

3) Set up a working group within the Global PR Network to share ideas and experiences to create regional PR Networks. Tania, Jakub, Laura, Marcus, Rodrigo, Monica, Patricia, Tiwonge and Helga indicated an interest in participating. Colleen agreed to coordinate.

*Action: Colleen* to set up working group (open to all members – so send out email on Global PR & T-CPR mailing lists) and initiate discussion

4) Global CPR Compendium

*Action: Laura/Elke* to circulate compendium survey with expanded questions (more end-user focus; sharing of success stories etc.) among Global PR Network members for feedback before next year’s survey as first step towards taking this further.

5) FileSender promotion

*Action: Laura* to follow up on TF-CPR and GPRN lists to initiate coordination of any collaborative promotion efforts.

6) Safer Internet Use MOOC

*Action: Domen* to circulate teaching video once available in English.