Policy Issues for NRENs in South East Europe

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NREN

And The Interaction With The Political Level

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• Why would a NREN need to talk to the political level
• What is the key value of NREN and its community
• How to communicate to the political level
Why to talk

Because you want:

1. **Money**
   Or some other resource
2. **Power**
   Authorization of some sort
3. **Advertising**
   Publicity & Marketing: specific or general
4. **Prevention**
   In order not to get **them** in the way
What is the value of NREN

- **NREN as provider**
  - Infrastructure & Service
  - Your users should speak for you

- **NREN as leader**
  - In-depth technological knowledge
  - Organizational experience
  - User community
    - R&D power
    - Competent, huge test-bed
    - Political influence
    - Future players
How to communicate

- **What** to say
- **How** to say
- **Who** should speak
What to say

1. Inform them
   - Tell them what you are going to do
   - Preempt rumors
   - Have everything prepared

2. Ask them for approval/consent
   - Clearly explain benefits, drawbacks and caveats
   - Never endanger them by hiding something vital

3. Ask them to choose/decide
   - Present choices (A, B, C, …)
   - Clearly explain benefits, drawbacks and caveats for each of them
   - Present your favorite and explain why
How to say

• Do your homework
  • Gather intelligence information well ahead

• Orally
  • Live or over the phone
  • To initiate, inspire, capture attention

• Carry a one-pager with you
  • In order to leave it as a reminder

• Have a full proposal ready
  • To be sent (only) at request

• Be specific
  • Tell them (politely but) exactly what to do
Who should speak

- **Allies**
  - On your level ("together we are stronger")
  - On the level of correspondent (same lingo)

- **Users**
  - Create demand
  - Become the advocate

- **Outsiders/Foreigners**
  - They can say you are the best
  - Their achievements can inspire and/or assure

- **Public**
  - Its heavy weaponry- avoid it
  - It can backfire

- **You**
  - Avoids noise in communication channel
  - Is the fastest

Make them believe its their idea
Finally

- In times when you do not need anything from political level
- You might want to educate them
  - show them what others do
- In order to prepare them
  - for your next step
A hint

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• positive budgeting
  • not how much does it cost
  • but how much it returns
• "how much costs not investing"
A recipe

• keep your politician(s) informed
  • and happy 😊

• give them solutions
  • not questions or problems
There is also an easy solution...

Take your NREN director and make him the next (or first) Minister for Information ...

• You will have no problems any more
• They will all become his problems
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