

**TF-PR Compendium of  
Public Relations and Communication Activities  
of NRENS in Europe**

**2006 Edition**





# TF-PR Compendium of Public Relations and Communication Activities of NRENS in Europe

## 2006 Edition

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TF-PR, Lyngby, March 2005

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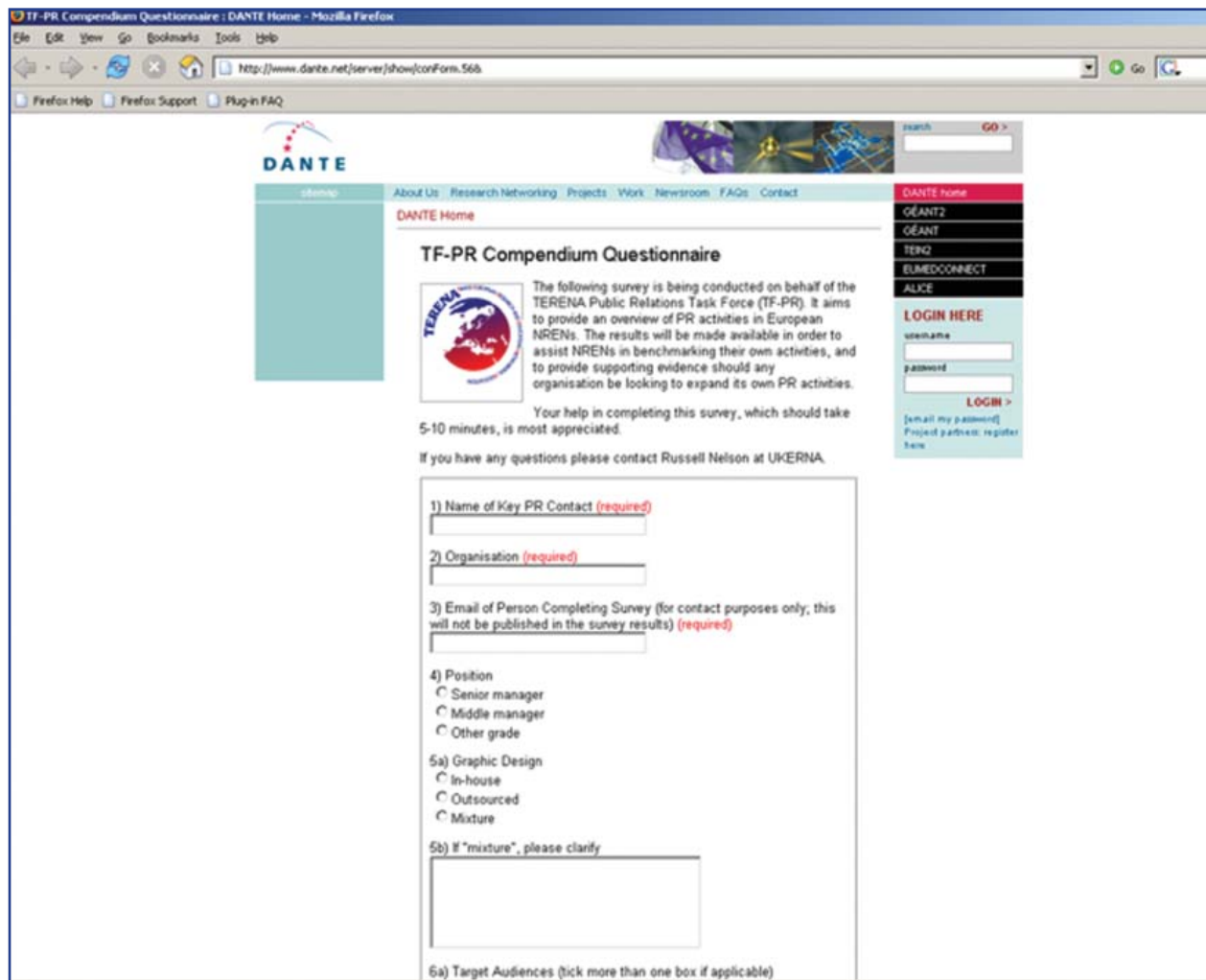
## Introduction

This is the second Compendium to have been created as a deliverable of the TERENA Task Force on Public Relations (TF-PR). Following a survey carried out in March 2006 that saw 23 NRENs responding out of a total of 33, the results have been published in this compendium.

An underlying belief common to participants is the value of well targeted and implemented PR activities. It provides a comparative overview of both the resources dedicated to PR and the scope of activities undertaken. It is hoped that by making this information easily accessible, an NREN can assess its own activities relative to other organisations, facilitating a critical analysis of what is achievable with the given resources and indeed what additional resources may be needed if the activities are to be expanded into new areas.

The comparative data for 2005 and 2006 shows significant additional investment in PR resourcing both in terms of staffing and budget. While there are wide variations between NRENs due in large to the size of the customer base and the scope of NREN activities the general picture is one of increased activity.

This increasing commitment by NRENs to PR related activities is welcomed by TF-PR. These additional resources bring with them a corresponding responsibility to demonstrate that value for money is being delivered and this is an area that TF-PR will be developing over the next 12 months.



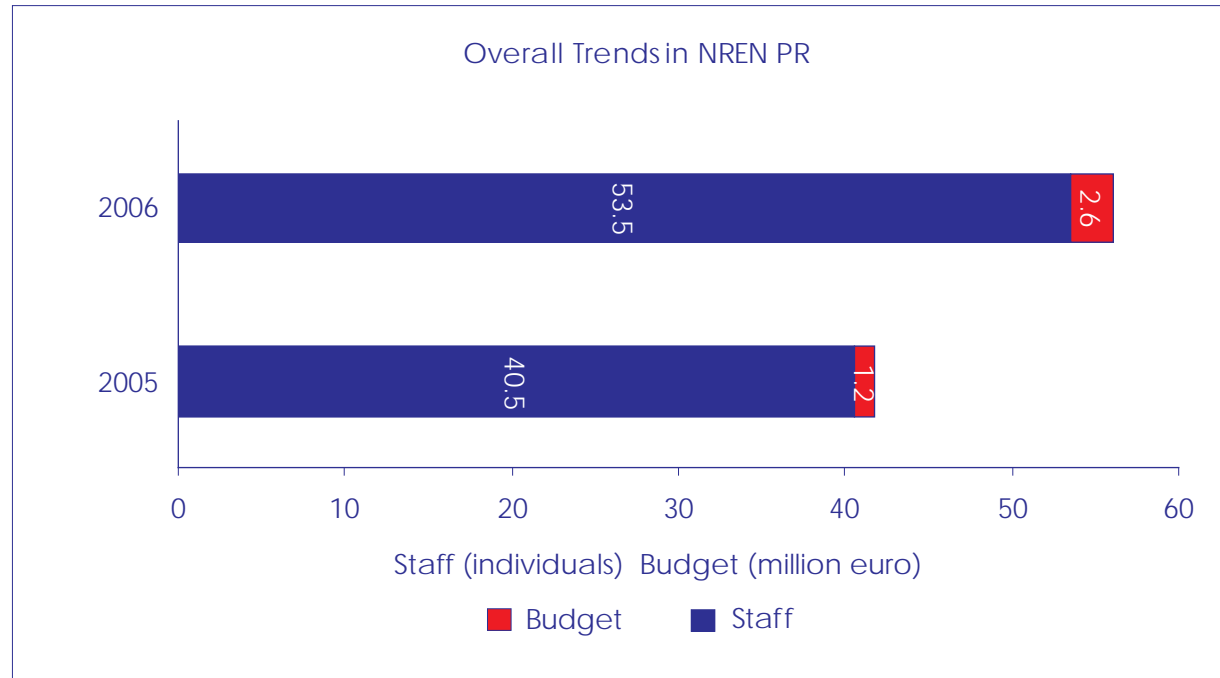
The screenshot shows a web browser window displaying the 'TF-PR Compendium Questionnaire' page. The browser's address bar shows the URL 'http://www.dante.net/server/show/connForm.566'. The page features the DANTE logo at the top left and a navigation menu with links for 'About Us', 'Research Networking', 'Projects', 'Work', 'Newsroom', 'FAQs', and 'Contact'. A search bar is located at the top right. Below the navigation, the main content area is titled 'TF-PR Compendium Questionnaire' and includes a TERENA logo. The text explains that the survey is conducted on behalf of the TERENA Public Relations Task Force (TF-PR) to provide an overview of PR activities in European NRENs. It states that the results will be made available to assist NRENs in benchmarking their own activities and to provide supporting evidence for expansion. A note indicates that the survey should take 5-10 minutes. Below this, there is a contact information section for Russell Nelson at UKERNA. The main form area contains several questions: 1) Name of Key PR Contact (required), 2) Organisation (required), 3) Email of Person Completing Survey (for contact purposes only, this will not be published in the survey results) (required), 4) Position (radio buttons for Senior manager, Middle manager, Other grade), 5a) Graphic Design (radio buttons for In-house, Outsourced, Mixture), 5b) If "mixture", please clarify (text area), and 6a) Target Audiences (tick more than one box if applicable).

Web form of the questionnaire, created by Rachael Beale and hosted by DANTE.

I wrote last year that while we all operate under funding constraints this is not the sole determinant of success, and the creativity and resourcefulness of the individuals employed in PR activities remains key.

TF-PR provides an invaluable forum to further develop these skills and we thank you for your continued support.

Russel Nelson, UKERNA



## Members

| MEMBERS* | COUNTRY        | url                                  | PR CONTACT            |
|----------|----------------|--------------------------------------|-----------------------|
| BELNET   | Belgium        | www.belnet.be                        | Veerle Custers        |
| CARNet   | Croatia        | www.carnet.hr                        | Anamaria Soric        |
| CYNET    | Cyprus         | www.cynet.ac.cy                      | Kyriakos Maifoshis    |
| CESNET   | Czech Republic | www.cesnet.cz                        | Gabrilea Krčmařová    |
| UNI•C    | Denmark        | www.forskningsnettet.dk              | Gitte Kudsk           |
| EENet    | Estonia        | www.eenet.ee                         | Maria Ristkok         |
| FUNET    | Finland        | www.csc.fi/suomi/info/index.phtml.en | Paavo Ahonen          |
| RENATER  | France         | www.renater.fr                       | Virginie Blanquart    |
| DFN      | Germany        | www.dfn.de                           | Kai Hoelzner          |
| GRNET    | Greece         | www.grnet.gr                         | Dimitra Kotsokali     |
| HEAnet   | Ireland        | www.heanet.ie                        | Rose Turner           |
| GARR     | Italy          | www.garr.it                          | Federica Tanlongo     |
| SURFnet  | Netherlands    | www.surfnet.nl                       | Elise Roders          |
| UNINETT  | Norway         | www.uninett.no                       | Bjørn H.Kopperud      |
| PSNC     | Poland         | www.man.poznan.pl                    | Zbigniew Krzewinski   |
| FCCN     | Portugal       | www.fccn.pt                          | Marta Dias            |
| ARNES    | Slovenia       | www.arnes.si                         | Tomi Dolenc           |
| RedIRIS  | Spain          | www.rediris.es                       | Maria Bolado          |
| SUNET    | Sweden         | www.sunet.se                         | Lennart Forsberg      |
| SWITCH   | Switzerland    | www.switch.ch                        | Roland Eugster        |
| JANET    | United Kingdom | www.ja.net                           | Russell Nelson        |
| DANTE    |                | www.dante.net                        | Dale Robertson        |
| JISC     | United Kingdom | www.jisc.ac.uk                       | Robert Haymon-Collins |

\* TF-PR Members who have reported for the survey



## Resources

### Budgets

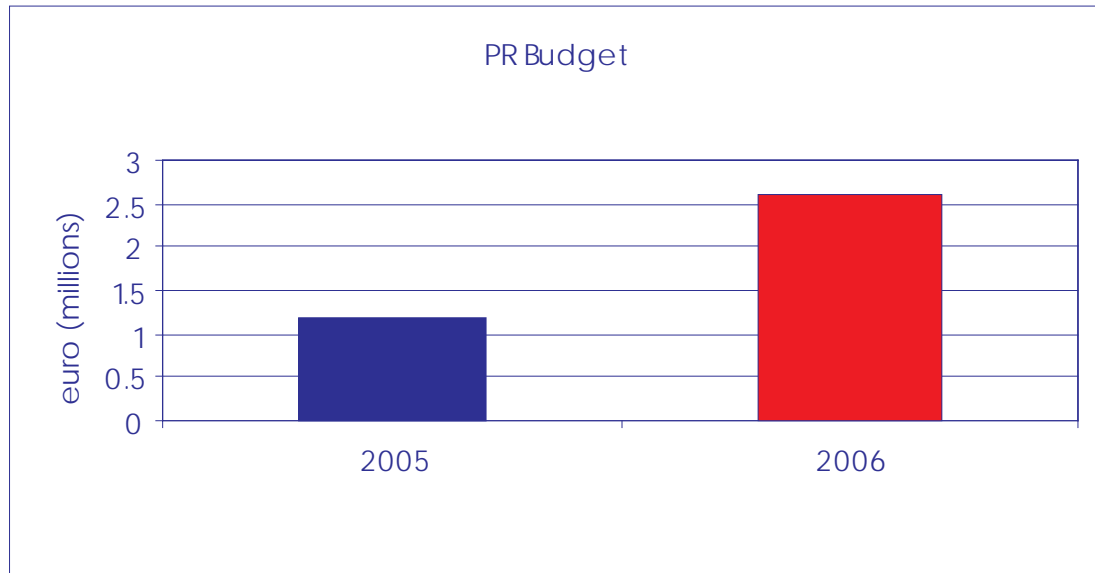
| MEMBERS | COUNTRY        | BUDGET in euro |         | COMMENTS   |
|---------|----------------|----------------|---------|--|
|         |                | 2005           | 2006    |  |
| BELNET  | Belgium        | 130,000        | 180,000 | per project/per department   |
| CARNet  | Croatia        | 46,200         |         |  |
| CYNET   | Cyprus         | n/a            | n/a     |  |
| CESNET  | Czech Republic | 50,000         | 50,000  |  |
| UNI•C   | Denmark        | n/a            | n/a     |  |
| EENet   | Estonia        | n/a            | n/a     |  |
| FUNET   | Finland        |                | 50,000  | by department/key projects   |
| RENATER | France         | n/a            | 50,000  |  |
| DFN     | Germany        | 100,000        |         |  |
| GRNET   | Greece         | 300,000        | 300,000 | allocated per project  |
| HEAnet  | Ireland        | n/a            | n/a     |  |
| GARR    | Italy          | 40,000         | 150,000 | allocated by department on a project basis                                       |
| SURFnet | Netherlands    | 485,000        | 600,000 | about 50% is allocated per project, and the rest is allocated per department     |
| UNINETT | Norway         | 50,000         | 100,000 | all PR activities are organised as parts of projects and/or subsidiary companies |
| PSNC    | Poland         | n/a            | n/a     | allocated per project  |
| FCCN    | Portugal       | n/a            | n/a     |  |
| ARNES   | Slovenia       | 3,000          | 3,000   |  |
| RedIRIS | Spain          | n/a            | n/a     | on demand of activities or needs   |
| SUNET   | Sweden         |                | 40,000  | the board of SUNET is responsible for the budget                                 |
| SWITCH  | Switzerland    | 380,000        | 400,000 | includes registry activities   |
| DANTE   |                |                | 450,000 | allocated per project  |
| JANET   | United Kingdom | 129,000        | 144,000 | allocated by department  |

\* excluding personnel costs

\*\* estimated from figures from the TERENA Compendium 2004

\*\*\* JISC budget less staff was not available at time of compilation

tf-pr compendium resources



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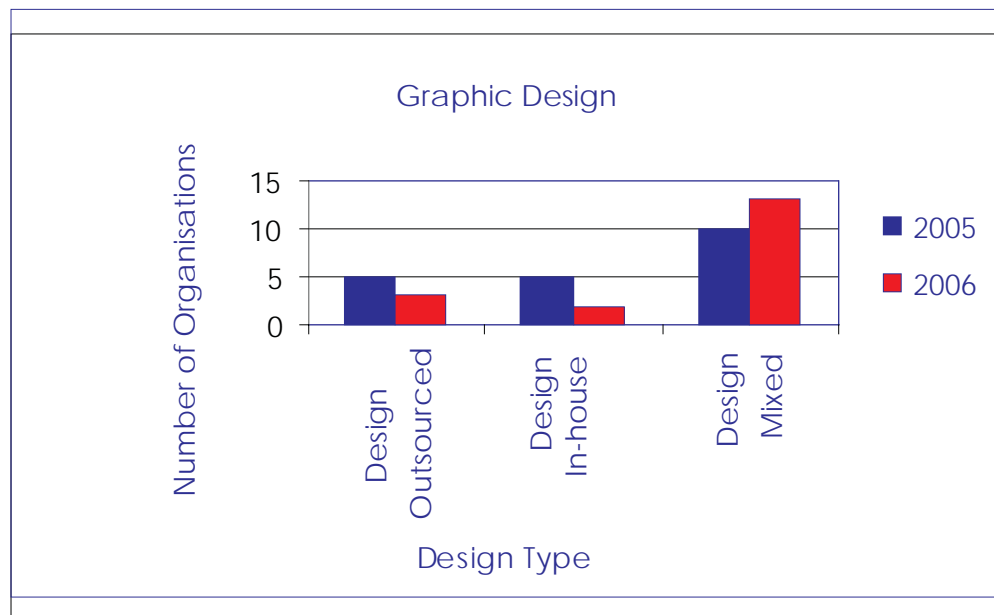
## Staffing

This showed considerable variation in dedicated resource ranging from 0 to 11, with a median of 0.5 and a mean of 2.4. FTE = Full Time Equivalent

| MEMBERS* | COUNTRY        | LEVEL of PR PERSON | NUMBER of staff in FTE* |       | COMMENTS  |
|----------|----------------|--------------------|-------------------------|-------|---|
|          |                |                    | 2005                    | 2006  |   |
|          |                |                    | 2005                    | 2006  |   |
| BELNET   | Belgium        | other grade        | 2.50                    | 1.50  |   |
| CARNet   | Croatia        | middle manager     | 2.00                    |       |   |
| CYNET    | Cyprus         | other              | 0.05                    | 0.05  |   |
| CESNET   | Czech Republic | senior manager     | 1.25                    | 1.25  | 1 fulltime job, 0.25 auxiliary  |
| UNI•C    | Denmark        | other              | 1.00                    | 2.00  | PR Manager 0.75, PR & Communications Consultant - 0.75, Webmaster 0.50  |
| EENet    | Estonia        | other              | 0.00                    | 0.20  |   |
| FUNET    | Finland        | middle manager     |                         | 0.50  |   |
| RENATER  | France         | senior manager     | 0.50                    | 1.50  | communication manager, writer, webmaster  |
| DFN      | Germany        | middle manager     | 2.00                    |       |   |
| GRNET    | Greece         | middle manager     | 3.00                    | 3.00  |   |
| HEAnet   | Ireland        | middle manager     | 1.50                    | 1.00  |   |
| GARR     | Italy          | middle manager     | 2.00                    | 2.50  |   |
| SURFnet  | Netherlands    | middle manager     | 4.00                    | 4.00  |   |
| UNINETT  | Norway         | senior manager     | 5.00                    | 6.00  | 4 Information and PR advisors, and 2 photo/graphics/ web experts  |
| PSNC     | Poland         | other              | 0.50                    | 1.00  | 2 X 0.50 - one is responsible for relationships with the press and another for graphics and portals                       |
| FCCN     | Portugal       | other              | 2.00                    | 2.00  | 0.50, 0.50, 1.00  |
| ARNES    | Slovenia       | senior manager     | 0.50                    | 1.50  | Speaking more of 'user communications' than PR, many people share this responsibility, so any number is only as estimate. |
| RedIRIS  | Spain          | other              | 0.50                    | 1.00  |   |
| SUNET    | Sweden         | middle manager     |                         | 1.00  |   |
| SWITCH   | Switzerland    | middle manager     | 2.00                    | 2.50  | includes registry activities  |
| DANTE    |                |                    |                         | 4.00  |   |
| JANET    | United Kingdom | middle manager     | 5.50                    | 6.50  |   |
| JISC     | United Kingdom | senior manager     | 11.00                   | 16.00 | Communications Management -5, partnership - 1, Press & Media - 1, Market Research - 2                                     |

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## Graphic Design



| MEMBERS* | COUNTRY        | SOURCE     | SPECIFY MIXTURE   | Source     | Specify Mixture   |
|----------|----------------|------------|---|------------|---|
|          |                | 2005       |   | 2006       |   |
| BELNET   | Belgium        | outsourced | n/a   | outsourced | n/a   |
| CARNet   | Croatia        | mixture    |   |            |   |
| CYNET    | Cyprus         | mixture    | The assistance of the E-Services Team of the University of Cyprus was requested for the design of the web site. | mixture    | E-Services Team of the University of Cyprus assisted with the design of the web site. |
| CESNET   | Czech Republic | mixture    | Web and newsletter in-house, other outsourced   | mixture    | Web and newsletter in-house, other outsourced.  |
| UNI•C    | Denmark        | mixture    | Web and newsletter in-house, other outsourced   | outsourced | n/a   |
| EENet    | Estonia        | in house   | n/a   | in house   | n/a   |
| FUNET    | Finland        |            |   | in house   |   |
| RENATER  | France         | in house   | n/a   | mixture    | logo, brochure - outsourced technical papers, web - in house                          |

| MEMBERS* | COUNTRY        | SOURCE     | SPECIFY MIXTURE  | Source     | Specify Mixture  |
|----------|----------------|------------|--|------------|--|
|          |                | 2005       |  | 2006       |  |
| DFN      | Germany        | outsourced |  |            |  |
| GRNET    | Greece         | outsourced | n/a  | mixture    | graphic design for fact sheets and news letters are done in-house  |
| HEAnet   | Ireland        | mixture    | Fact sheets and some elements for the websites are in-house, all other publications and visuals are outsourced.  | mixture    | n/a  |
| GARR     | Italy          | in house   | in-house   | n/a        | n/a  |
| SURFnet  | Netherlands    | outsourced | n/a  | mixture    | n/a  |
| UNINETT  | Norway         | mixture    | All photos and figures for web and print are produced in-house, as well as files for professional printing. Small and simple productions are produced in-house. However, we use consultancies and print shops for high quality design tasks. | mixture    | Photos and graphics are produced in-house, as well as small publications. Larger publications and projects are executed in co-operation with advertising agencies. All printing is outsourced. |
| PSNC     | Poland         | in house   | n/a  | mixture    | n/a  |
| FCCN     | Portugal       | in house   | n/a  | mixture    | We have an in-house web designer but sometimes we outsource urgent work  |
| ARNES    | Slovenia       | outsourced | n/a  | mixture    | general design solutions (logo, design for more serious paper publications, general web page) are in practice mixed with in-house solutions for specific (small) publications/projects.        |
| RedIRIS  | Spain          | mixture    | Most in-house and some outsourced (annual meeting conference and bulletin front pages)   | mixture    | most of the work is made by us but the design of our annual general meeting is outsourced  |
| SUNET    | Sweden         | n/a        | n/a  | in-house   |  |
| SWITCH   | Switzerland    | mixture    | Low to middle key graphics are designed in-house. When professional work is required, graphic design is outsourced.  | mixture    | only graphic designs with low impact are designed in-house   |
| DANTE    |                | n/a        |  | outsourced |  |
| JANET    | United Kingdom | mixture    | Annual Report external, rest in-house  | mixture    | Annual Report external, everything else - in-house   |
| JISC     | United Kingdom | mixture    | Full time in-house design/production coordinator and use of three regular external agencies  | mixture    | Two full time, in-house design and production staff, plus a variety of external agencies for particular work   |

## Audience

The most noticeable result in this section was the huge degree of variation between NRENs, ranging from audiences of 100 connected organisations to the entire population of a country. The scope of activities for the majority of NRENs can be loosely divided into two primary categories:

- 1) Those NRENs who stop at the technical managerial staff of connected organisations and
- 2) Those that go down to the user level

### Target Audience

| MEMBERS* | COUNTRY        | TARGET AUDIENCE   | SPECIFY OTHER  | SIZE OF TARGET AUDIENCE                                 | TARGET AUDIENCE  | SPECIFY OTHER                     | SIZE OF TARGET AUDIENCE |
|----------|----------------|---|--|---|--|-----------------------------------|-------------------------|
|          |                | 2005  |  |   | 2006   |                                   |                         |
| BELNET   | Belgium        | Connected organisations' staff, End users, General public, Government, Other        | Interested researchers and prospect organisations (not connected colleges or research centres) | 1500 (our general mailing list) up to 550.000 end users | Connected organisations' staff, End users, General public, Government, Other | political decision-makers         | 600,000                 |
| CARNet   | Croatia        | Primarily Connected Organisations Staff, End Users and in smaller extent Government |  |   |  |                                   |                         |
| CYNET    | Cyprus         | Connected organisations' staff, General public                                      |  |   | Connected organisations' staff, General public                               |                                   | n/a                     |
| CESNET   | Czech Republic |   |  |   | Connected organisations' staff, Other  | Interested research organisations | 353 organisations       |
| UNI•C    | Denmark        | Connected organisations' staff, End users, Government                               |  | 100,000   | Connected organisations' staff, End users                                    |                                   | 100,000                 |
| EENet    | Estonia        | Connected organisations' staff, End users, General public, Government               |  | 300,000   | Connected organisations' staff, End users, General public, Government        |                                   | 228,000                 |

| MEMBERS* | COUNTRY     | TARGET AUDIENCE   | SPECIFY OTHER                                      | SIZE OF TARGET AUDIENCE                                    | TARGET AUDIENCE  | SPECIFY OTHER          | SIZE OF TARGET AUDIENCE               |
|----------|-------------|---|--|--|--|------------------------|---------------------------------------|
|          |             | 2005  |  |  | 2006   |                        |                                       |
| FUNET    | Finland     |   |  |  | Connected organisations' staff   |                        | 100                                   |
| RENATER  | France      | Connected organisations' staff, End users, Government                 |  |  | Connected organisations' staff, End users, Government                        |                        | 1000 organisations                    |
| DFN      | Germany     | Connected organisation's staff, end users, government other           | researchers and projects outside the DFN community | 3,000,000  |  |                        |                                       |
| GRNET    | Greece      | Connected organisations' staff, End users, General public, Government | 1,000,000  |  | Connected organisations' staff, End users, General public, Government        |                        | 1,000,000                             |
| HEAnet   | Ireland     | Connected organisations' staff, General public, Government, Other     | Selected end users (some researchers)              | 155,000 in client institutions                             | end users, government, other   | librarians             | 300 institutions                      |
| GARR     | Italy       | Connected organisations' staff, General public, Government            | 2,000,000  | Connected organisations' staff, General public, Government |  | 2,000,000              |                                       |
| SURFnet  | Netherlands | Connected organisations' staff, End users, General public, Government |  | 750,000  | Connected organisations' staff, End users, General public, Government        |                        | 850.000                               |
| UNINETT  | Norway      | Connected organisations' staff, General public, Government, other     | Domain name registrars                             | 2000   | Connected organisations' staff, Government, Other                            | Domain name registrars | 2000                                  |
| PSNC     | Poland      | Connected organisations' staff, End users, General public, Government |  |  | Connected organisations' staff, End users, General public, Government, other | R&D entities           | 2,000,000 students, 700 R&D companies |

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tf-pr compendium audience

| MEMBERS* | COUNTRY        | TARGET AUDIENCE                                       | SPECIFY OTHER  | SIZE OF TARGET AUDIENCE  | TARGET AUDIENCE  | SPECIFY OTHER   | SIZE OF TARGET AUDIENCE   |
|----------|----------------|---|--|--|--|---|---|
|          |                | 2005  |  |  | 2006   |   |   |
| FCCN     | Portugal       | Connected organisations' staff, End users, Government |  | The connected organisations are about 120, the other numbers are difficult to identify | Connected organisations' staff, End users, Government                  |   | 120 organisations   |
| ARNES    | Slovenia       | Connected organisations' staff, End users, Government |  | 200,000  | Connected organisations' staff, End users, Government, other           | selected users with specific needs                      | 100 to 1,000,000 depending on which users                           |
| RedIRIS  | Spain          | Connected organisations' staff                        |  | 300 institutions   | Connected organisations' staff   |   | n/a   |
| SUNET    | Sweden         |   |  |  | Connected organisations' staff, end users, government                  |   | 300,000   |
| SWITCH   | Switzerland    | Connected organisations' staff, End users, Government |  | 200.000  | Connected organisations' staff, End users, Government                  |   | 200,000   |
| DANTE    |                |   |  |  | connected organisations' staff, end users, general public, government, |   | 30,000,000  |
| JANET    | United Kingdom |   |  | 4000   | connected organisations' staff, government                             |   | 2500 organisations  |
| JISC     | United Kingdom | Connected organisations' staff, Government, Other     | Institutional management & teaching, administration, ICT technicians etc, professional associations, overseas partners, research community, commercial companies | 8000   | connected organisations' staff, government, other                      | strategic partner organisations, international partners | 15,000 named individuals plus variable numbers of cold call targets |

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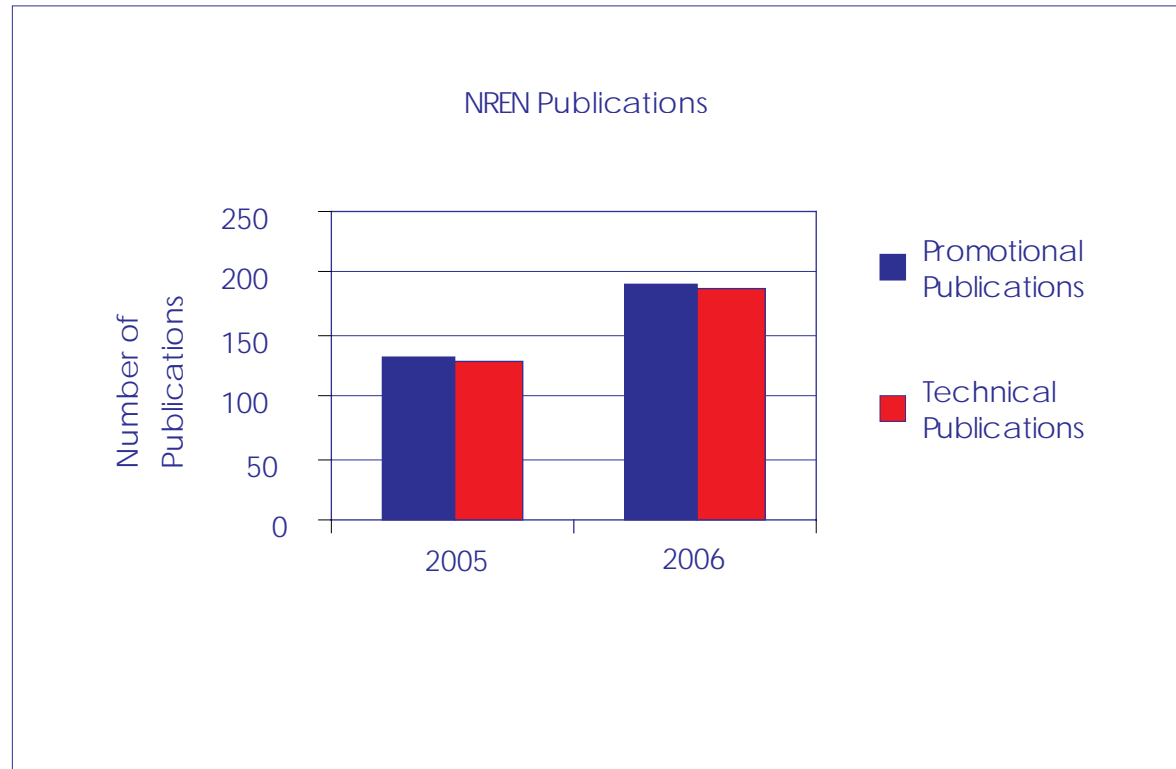
## Scope of NREN

| MEMBER* | COUNTRY        | *2005   | 2006  |
|---------|----------------|---|---|
| BELNET  | Belgium        | Infrastructure and network services Security  | network infrastructure and services   |
| CARNet  | Croatia        | CARNet covers it all (Network infrastructure, Education - brand "Edupoint", Promotion of Internet, Research and Development, National services like DNS, CERT,...)  |   |
| CYNET   | Cyprus         | Infrastructure and network services, collaboration on technical and implementation issues.  | infrastructure and network services   |
| CESNET  | Czech Republic |   | Infrastructure, network services, not content, backbone connectivity, international links   |
| UNI•C   | Denmark        | Backbone infrastructure, network services and security  | infrastructure, network services, conferences   |
| EENet   | Estonia        | infrastructure, network services, content   | infrastructure, network services, content   |
| FUNET   | Finland        |   | Infrastructure, Network services, Funet CERT, The identity federation of Finnish universities, polytechnics and research institutions   |
| RENATER | France         |   | infrastructure, network services, projects  |
| DFN     | Germany        | Provision of network infrastructure, value added services, support of member organisations and administrators, no content provision. Development and promotion of new network technologies.   |   |
| GRNET   | Greece         | GRNET is a legal entity (state-owned corporation) under the auspices of the Greek Ministry of Development - General Secretariat for Research and Technology. Its mission, as stated in its Constitution, is to provide high-quality electronic networking services to the Academic, Research and Education community of Greece and to disseminate Information & Communications Technologies to the general public. GRNET is an integral part of the Trans-European High Speed Network GÉANT and an International Partner of Internet2. It is a member of RIPE (Réseaux IP Européens), TERENA (Trans-European Research & Education Networking Association), CEEnet (Central & Eastern European Networking Association) and EuroIX (European Internet Exchange). It undertakes initiatives for the coordination of regional programmes, such as the integration of the National Research Networks of South-Eastern Europe (SEEREN) and of 3rd Mediterranean countries (EUMEDCONNECT) within GÉANT. In addition to providing services to the Greek Academic and Research Community, GRNET participates, with its ebusiness division, in a series of programmes (Go-Online, eBusiness Forum) for planning and implementation of important policy actions for the acceleration of ebusiness in Greece. Given the importance of SMEs in the process of economic growth, job creation and technical progress, GRNET contributes via these programmes in the new digital economy, through the productivity increase of Greek enterprises. GRNET played also leading role in the establishment of the Hellas Grid Task Force, the National Grid Initiative. The basic objectives of the Grid initiative are to propose the nationwide strategy and steer the operation of the national infrastructure. Furthermore the HellasGrid Task force systematise the procurement of multiple resource islands and the integration of new and existing National Grid infrastructures. The HellasGrid members also run the HellasGrid Certification Authority. | GRNET S.A. is a state-owned organization under the supervision of the Ministry of Development (General Secretariat of Research & Technology). Its role is<br>a) To provide high-quality international and national networking and grid services to the Greek academic & research institutions, to the public and private sector so as to support their research and educational activities,<br>b) To promote and disseminate the use of Information and Communication Technologies in the public and private sector (e-Government, e-Learning, and e-Business). |
| HEAnet  | Ireland        | Backbone connectivity, international links, services on top of the network (security, multimedia, IPv6, workshops, conferences, hosting, co-location...). The Higher Education Authority is our main funding source   | n/a   |
| GARR    | Italy          | infrastructure and network services   | infrastructure and network services   |
| SURFnet | Netherlands    | network services, infrastructure, security, authentication, etc   | infrastructure and network services   |

| MEMBER* | COUNTRY        | *2005  | 2006   |
|---------|----------------|--|--|
| UNINETT | Norway         | Core network, international connectivity via NORDUnet, national peering, assistance in campus network design, CERT, experimental networks.s  | Core network, network services, international connectivity via NORDUnet, national peering, campus network design, CERT, experimental networks, and IKT-advisory counselling to the educational sector.   |
| PSNC    | Poland         | infrastructure, network services, web content, services for general audience   | Polish PIONIER is dedicated to serve the research and education community, interconnecting (via MANs) and providing all Polish universities and research institutes, schools and public entities (such as hospitals, libraries, local governments) with the access to the Internet. The whole infrastructure is based on 2 levels: the national, backbone network PIONIER and the academic centers, networks, MANs (PIONIER consortium members) delivering the last mile connection. |
| FCCN    | Portugal       | RCTS is the computing network, run by FCCN that makes use of the Internet protocols to guarantee a collaboration and communication platform among educational, scientific, technological and cultural institutions. The RCTS Backbone Service is designed to be an infrastructure for data communication, and is restricted to the following entities: Higher Education Institutions, public or private; State R&D Laboratories and Organisms; Non-profitable Institutions with R&D activities as their main goal; R&D Units belonging to private entities, when properly singled out in the related structure; Public or private Institutions whose main goal is promoting or supporting the activity developed by the previously mentioned entities. | Core network, network services, international connectivity via NORDUnet, national peering, campus network design, CERT, experimental networks and IKT-advisory counselling to the educational sector   |
| ARNES   |                | infrastructure, network services, some content hosting   | infrastructure, network services, security, some middleware, some content hosting, advisory and support, technical standards development, collaboration in programs and projects "ICT for education", Safer Internet projects, national registry for .si   |
| RedIRIS |                | infrastructure, networks services, middleware and applications, security   | infrastructure, network services, international networking projects  |
| SUNET   |                |  | SUNET is a joint organization for the universities with the goal to give University Sweden access to a computer network that maintain a very good quality. Today's network is called GigaSunet. Next network will be OptoSunet. SUNET also manages several services, including net-based meetings. Ipv6, a web directory, an archive and so on.  |
| SWITCH  |                | <ul style="list-style-type: none"> <li>• Network (Operation, maintenance, PERT, DNS, IPv6)</li> <li>• NetServices (roaming &amp; ubiquity, AAI, e- conferencing, end user support)</li> <li>• Security (CERT, PKI, internet noise)</li> <li>• Internet domains (registry for domain names ending in .ch and .li)</li> </ul>  | <ul style="list-style-type: none"> <li>• Network (Operation, maintenance, PERT, DNS, IPv6)</li> <li>• NetServices (video conferencing, collaboration, streaming, e-learning, content delivery, end user support)</li> <li>• Security (CERT, PKI, internet noise, roaming &amp; ubiquity, AAI, EGEE)</li> <li>• Internet domains (registry for domain names ending in .ch and .li)</li> </ul>   |
| DANTE   |                |  | pan-European infrastructure and services. infrastructure and services in other world regions and interconnection between Europe and other world regions. Work organised within EU-funded projects in conjunction with NREN project partners.   |
| JANET   | United Kingdom | Infrastructure + network services (not content)  | infrastructure +associated network and support services, domain name registrar   |
| JISC    | United Kingdom | Infrastructure, network, content, advisory and support services, technical standards development, research and development, institutional staff development, contribution to national ICT policies & strategies, international collaboration on technical and implementation issues  | network infrastructure, middleware, content, research, learning and teaching, administration   |

# Key Activities

## Publications



| MEMBERS* | COUNTRY        | PROMOTIONAL PUBLICATIONS /YEAR | TECHNICAL PUBLICATIONS /YEAR | NEWSLETTER        | FREQUENCY           | PROMOTIONAL PUBLICATIONS /YEAR | TECHNICAL PUBLICATIONS /YEAR | NEWSLETTER        | FREQUENCY           |
|----------|----------------|--------------------------------|------------------------------|-------------------|---------------------|--------------------------------|------------------------------|-------------------|---------------------|
|          |                | 2005                           |                              |                   |                     | 2006                           |                              |                   |                     |
| BELNET   | Belgium        | 2                              | 1                            | electronic        | quarterly           | 4 leaflets +Annual Report      | Support site                 | electronic        | quarterly           |
| CARNet   | Croatia        | 4 - 5                          | 0                            | yes               |                     |                                |                              |                   |                     |
| CYNET    | Cyprus         | 0                              | 0                            | none              |                     | 0                              | 0                            | 0                 |                     |
| CESNET   | Czech Republic | 1                              | 1                            | electronic, paper | quarterly quarterly | 1                              | 1                            | electronic, paper | quarterly quarterly |
| UNI•C    | Denmark        | 0                              | 0                            | electronic        | quarterly           | 1                              | none                         | electronic        | quarterly           |
| EENet    | Estonia        | 15                             | 5                            | electronic        | weekly              | 20                             | 1                            | paper             | quarterly           |

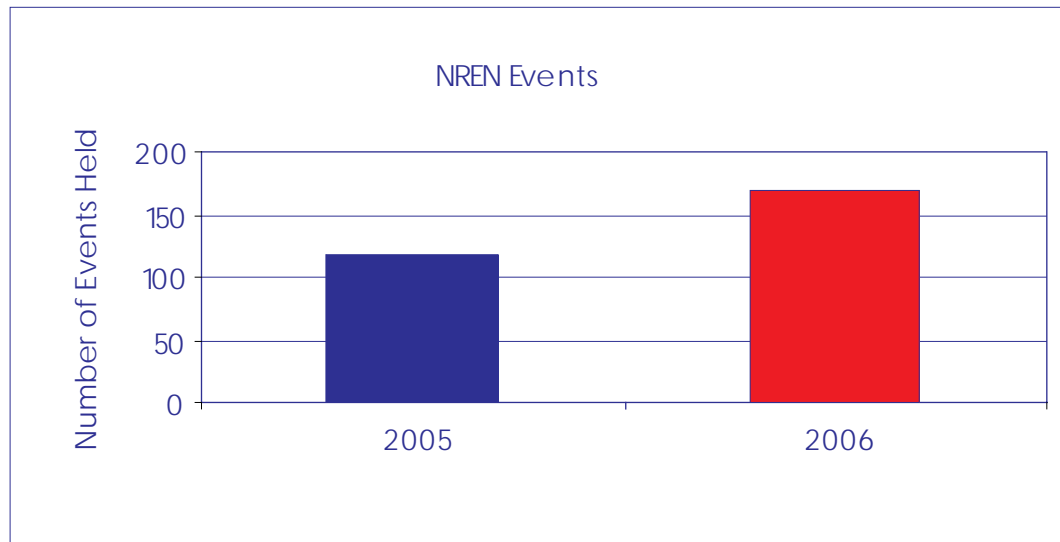
tf-pr compendium key activities

| MEMBERS* | COUNTRY        | PROMOTIONAL PUBLICATIONS /YEAR | TECHNICAL PUBLICATIONS /YEAR | NEWSLETTER        | FREQUENCY           | PROMOTIONAL PUBLICATIONS /YEAR | TECHNICAL PUBLICATIONS /YEAR | NEWSLETTER       | FREQUENCY             |
|----------|----------------|--------------------------------|------------------------------|-------------------|---------------------|--------------------------------|------------------------------|------------------|-----------------------|
|          |                | 2005                           |                              |                   |                     | 2006                           |                              |                  |                       |
| FUNET    | Finland        |                                |                              |                   |                     | 1                              |                              | electronic paper | quarterly quarterly   |
| RENATER  | France         | 4                              | 8                            | electronic, paper | quarterly           | 2                              | 10                           | paper electronic | quarterly monthly     |
| DFN      | Germany        | 4                              | 10                           | electronic        | monthly             |                                |                              |                  |                       |
| GRNET    | Greece         | 30                             | 10                           | electronic, paper | quarterly           | 30                             | 10                           | electronic       | quarterly             |
| HEAnet   | Ireland        | 1                              | 3                            | electronic        | 3/year              | 2                              | 1                            | electronic       | quarterly             |
| GARR     | Italy          | 5                              | 5                            | electronic        | quarterly           |                                |                              | electronic       | quarterly             |
| SURFnet  | Netherlands    | 5                              | 2 - 3                        | electronic, paper | weekly              | 10                             | 10                           | electronic paper | weekly quarterly      |
| UNINETT  | Norway         | 4                              | 5                            | electronic, paper | quarterly quarterly | 4                              | 5                            | electronic paper | quarterly quarterly   |
| PSNC     | Poland         |                                | 1                            | none              |                     | 20                             | 100                          |                  |                       |
| FCCN     | Portugal       | 0                              | 1                            | electronic, paper | quarterly           |                                | 2 - 3                        | electronic paper | quarterly quarterly   |
| ARNES    | Slovenia       | 1                              |                              | none              |                     | 1                              | 1                            | 0                |                       |
| RedIRIS  | Spain          | 0                              | 1                            | paper             | quarterly           | 2                              | 1                            | paper            | quarterly             |
| SUNET    | Sweden         |                                |                              |                   |                     | 8                              | 1                            | electronic paper | quarterly             |
| SWITCH   | Switzerland    | 1                              | irregular                    | none              |                     | 4                              | irregular                    | none             |                       |
| DANTE    |                |                                |                              |                   |                     | 6                              | 1 - 2                        | electronic paper | quarterly             |
| JANET    | United Kingdom | 25                             | 36                           | electronic, paper | quarterly           | 49                             | 4                            | paper            | quarterly             |
| JISC     | United Kingdom | 30                             | 40                           | electronic, paper | quarterly           | 25                             | 37                           | electronic paper | fortnightly quarterly |

## Website(s)

| MEMBERS* | COUNTRY        | NUMBER | STAFF   | NUMBER | STAFF     |
|----------|----------------|--------|---|--------|-----------|
|          |                | 2005   |   | 2006   |           |
| BELNET   | Belgium        | 4      | 1.0   | 4      | 0.50      |
| CARNet   | Croatia        | 4      | 6.0   |        |           |
| CYNET    | Cyprus         | 1      | 0.05  | 1      | 0.05      |
| CESNET   | Czech Republic | 10     | 1.0   | 10     | 0.5       |
| UNI•C    | Denmark        | 1      | 0.5   | 1      | 2         |
| EENet    | Estonia        | 6      | 0.1   | 7      | 0.1       |
| FUNET    | Finland        |        |   | 2      | 0.5       |
| RENATER  | France         | 6      | 1.0   | 1      | 1.5       |
| DFN      | Germany        | 1      | 1   |        |           |
| GRNET    | Greece         | 10     | 10  | 15     | 1         |
| HEAnet   | Ireland        | 2      | 3   | 1      | 3         |
| GARR     | Italy          | 10     | 2   | 10     | 1 to 1.5  |
| SURFnet  | Netherlands    | 15     | 3   | 15     | 3         |
| UNINETT  | Norway         | 20     | 8   | 15     | 3         |
| PSNC     | Poland         |        | 2 (general) + people<br>dedicated to project web<br>sites | 20     | 3         |
| FCCN     | Portugal       | 4      | 2.0   | 4      | 1 to 0.50 |
| ARNES    | Slovenia       | 1      | 1.0   | 1      | 1         |
| RedIRIS  | Spain          | 1      | 1.0   | 1      | 1         |
| SUNET    | Sweden         |        |   | 1      | 0.50      |
| SWITCH   | Switzerland    | 1      |   | 1      | 2         |
| DANTE    |                |        |   | 6      | 1         |
| JANET    | United Kingdom | 1      | 2.0   | 3      | 2.5       |
| JISC     | United Kingdom | 1      | 1.5   | 3      | 3         |

**Press and Events**



| MEMBERS*      | COUNTRY        | PROACTIVE COMMUNICATION WITH THE PRESS | EVENTS PER YEAR   | OTHER PR ACTIVITIES | PROACTIVE COMMUNICATION WITH THE PRESS | EVENTS PER YEAR | OTHER PR ACTIVITIES  |
|---------------|----------------|--|---|---------------------|--|-----------------|--|
|               |                | <b>2005</b>                            |   |                     | <b>2006</b>                            |                 |  |
| <b>BELNET</b> | Belgium        | yes- regularly                         | 5 - (Annual User Day, workshop, BEgrid seminar),        | no                  | yes - regularly                        | yes- regularly  | 3 - Annual User Day, CERT Workshop and BEgrid Seminar  |
| <b>CARNet</b> | Croatia        | yes                                    | 6 press conferences, 6 bigger events, 10 smaller events |                     |  |                 |  |
| <b>CYNET</b>  | Cyprus         | yes- infrequently                      |   |                     | yes- infrequently                      | 2               |  |
| <b>CESNET</b> | Czech Republic | yes- indirectly                        | 4   |                     | yes--indirectly                        | 7               | radio - interview and announcements in case of events, posters at events, presentation at conferences. |

| MEMBERS* | COUNTRY | PROACTIVE COMMUNICATION WITH THE PRESS | EVENTS PER YEAR      | OTHER PR ACTIVITIES  | PROACTIVE COMMUNICATION WITH THE PRESS | EVENTS PER YEAR | OTHER PR ACTIVITIES  |
|----------|---------|--|----------------------|--|--|-----------------|--|
|          |         | 2005                                   |                      |  | 2006                                   |                 |  |
| UNI•C    | Denmark | yes-infrequently                       | 1                    | interest groups  | yes-infrequently                       | 2               |  |
| EENet    | Estonia | yes - infrequently                     | 5                    | Training (courses which no other ISPs offer in Estonia), radio (interviews and announcements in case of events), indirect PR by annual User Surveys, posters at events, exhibitions (e.g. history of Internet at the Internet Anniversary Day, winner pictures of annually organized Computer Drawing Competition for students move around Estonia all the year round, digital photos from photo competition 'Good School') ** | yes - infrequently                     | 6               | Representatives of Georgian Deer Leap Foundation and EENet specialists met in Tartu on 14 October, 2005                  |
| FUNET    | Finland |  |                      |  | Yes - indirectly                       | 0               | Presentation DVD, Multicast events   |
| RENATER  | France  | yes                                    | 5                    | DVD  | yes - regularly                        | 2               | video<br>during the month of January there is a new department with a director of foreign relations                      |
| DFN      | Germany | yes - regularly                        | 6 major, 12-15 other | Trade fair presentations, panel discussions at CeBIT, special events such as X-WiN inauguration, DFN anniversary   |  |                 |  |
| GRNET    | Greece  | yes- regularly                         | 25 - 30              | TV / radio spots - project videos<br>- promotional material (posters, brochures, presentations, cd-roms)   | yes- regularly                         | 30              | SMEs training, TV-radio spots, EGEE conference, promotional material and brochures,, fact sheets, presentations, cd-roms |

tf-pr compendium key activities

| MEMBERS* | COUNTRY     | PROACTIVE COMMUNICATION WITH THE PRESS | EVENTS PER YEAR                       | OTHER PR ACTIVITIES  | PROACTIVE COMMUNICATION WITH THE PRESS | EVENTS PER YEAR | OTHER PR ACTIVITIES  |
|----------|-------------|--|---------------------------------------|--|--|-----------------|--|
|          |             | 2005                                   |                                       |  | 2006                                   |                 |  |
| HEAnet   | Ireland     | yes- regularly                         | 4, national conference plus workshops | training, work with interest groups, HEAnet video  | yes- regularly                         | 2               | staff training   |
| GARR     | Italy       | yes - infrequently                     | 5                                     | training, workshops, user conference, mailing lists*****   | yes - infrequently                     | 6               | training, workshops, user conferences, mailing lists, dissemination materials  |
| SURFnet  | Netherlands | yes- indirectly                        | 4                                     |  | yes - regularly                        | 5               | SURFnet has an extensive workshop programme, primarily involving instruction on our services   |
| UNINETT  | Norway      | yes - infrequently                     | 5                                     |  | yes- infrequently                      | 1               |  |
| PSNC     | Poland      | yes - regularly                        | 1 general and many occasional         | general PIONIER conference once a year and many occasional events like due to the IST Projects Meetings - like GridLab Workshop, Sgi Users Conference and many other smaller *** | yes- regularly                         | 10              | regular programmes on the radio stations - local and regional one, eBiznes - TV- frequent programme participation, regular spots on radio and TV<br>regular communication with press and press feed-back measurement |
| FCCN     | Portugal    | yes - infrequently                     | 3 - 4                                 |  | yes - infrequently                     | 4               | we intend to increase, during 2006, our pr activities. We want to produce some technical publications, FCCN's video etc.   |
| ARNES    | Slovenia    | yes - infrequently                     | 1                                     | Involved in many activities related to introducing ICT to schools or improving access infrastructure for R&E community ****  | yes - infrequently                     | 2               | Involved in various activities introducing ICT to schools (teacher training), videoconferencing services for the R&E community (some public transmissions), presence in deia as security/safety experts              |
| RedIRIS  | Spain       | yes - regularly                        |                                       |  | yes - indirectly                       | 8               |  |



| MEMBERS* | COUNTRY        | PROACTIVE COMMUNICATION WITH THE PRESS | EVENTS PER YEAR | OTHER PR ACTIVITIES                                    | PROACTIVE COMMUNICATION WITH THE PRESS | EVENTS PER YEAR | OTHER PR ACTIVITIES   |
|----------|----------------|--|-----------------|--|--|-----------------|---|
|          |                | 2005                                   |                 |  | 2006                                   |                 |   |
| SUNET    | Sweden         |  |                 |  | yes - infrequently                     | 6               | In Sweden we often talk about 'information' as a pr activity. And information can be everything from printed issues to conferences and all kinds of further education |
| SWITCH   | Switzerland    | yes - regularly                        | 5               | SWITCHaward sponsorship prize                          | yes- regularly                         | 5               | SWITCH Innovation Award sponsorship prize   |
| DANTE    |                |  |                 |  | yes- regularly                         | 5               | video, network demonstrations, user surveys, branded merchandise  |
| JANET    | United Kingdom | yes - regularly                        | 30              | Web TV activity, video & CD production, media training | yes - indirectly                       | 5               | video   |
| JISC     | United Kingdom | yes - indirectly                       | 11              | 15 training events                                     | yes - regularly                        | 64              |   |

### Any Other Comments (2005)

- \*\* 12b) News is currently updated (if necessary, every day): <http://www.eenet.ee/uudised/> 13a) these are websites, not webpages which there might be some hundreds 13b) EENet has no webmaster for already 8 years, 3-4 people have access to update the web
- \*\*\* Many activities are being performed due to the TNC2005 hosted in Poznan like regular contact with the Press
- \*\*\*\* Difficult to agree on what PR is. If we include user-friendliness and occasional addressing the general public, the answers may vary.
- \*\*\*\*\* JISC handles the content services in the UK
- \*\*\*\*\* Until 2004, GARR had no PR Department, PR activities were carried out by other staff

## TF-PR Compendium Questionnaire

The following survey is being conducted on behalf of the TERENA Public Relations Task Force (TF-PR). It aims to provide an overview of PR activities in European NRENs. The results will be made available in order to assist NRENs in benchmarking their own activities, and to provide supporting evidence should any organisation be looking to expand its own PR activities.

1) **Name of Key PR Contact** (required)

2) **Organisation** (required)

3) **Email of Person Completing Survey**

(for contact purposes only; this will not be published in the survey results) (required)

4) **Position**

Senior manager

Middle manager

Other grade

5a) **Graphic Design**

In-house

Outsourced

Mixture

5b) If "mixture", please clarify

6a) **Target Audiences**

Connected organisations' staff

End users

General public

Government

Other

6b) **If 'Other', please specify**

6c) **Size of Target Audience** (approximate number of individuals)

7) **Scope of NREN:** outline your NREN's areas of responsibility (e.g. infrastructure, network services, content) and indicate any other bodies involved

8a) **Number of PR Staff** (if PR activity forms only part of a person's responsibilities, use fractions e.g., 0.5 if half of your time is spent on other activities)

8b) **Any Further Comments on PR Staffing Levels and Profile**

9a) **Annual PR Budget** (in euro, excluding staff costs)

9b) **Budgetary Structure, if Relevant** (e.g. allocated by department, allocated per project)

**KEY ACTIVITIES**

10) **Promotional Publications** (approximate number per year; if none, put 0)

11) **Technical Publications** (approximate number per year; if none, put 0)

12a) **Newsletter** (tick more than one if applicable)

- Electronic
- Paper
- None

12b) **Newsletter Frequency** (if applicable)

- Weekly
- Fortnightly
- Monthly
- Quarterly
- Bi-annually
- Annually

13a) **Website(s)** (total number, if none put 0)

13b) **Number of Staff Dedicated to the Website**

14) **Proactive Communication With National Press**

- Yes - regularly
- Yes - indirectly
- Yes - infrequently
- No

15) **Events** (number per year)

16) **Other Significant PR Activities Not Included Above** (e.g. training, TV, radio, video)

17) **Any Further Comments**



TF-PR met concurrently with GÉANT PR Netowrk in Tartu, September 2005



Handing over the Chair from Sandra Passchier (SURFNet) to Russell Nelson (UKERNA) in Tartu, September 2005



Learning How to Do Website Usability Testing in Lyngby from Julia Gardner, UNI•C



Learning about Grids from David Fergusson (National e-Science Centre, UK) at the Tartu meeting



**TF-PR** is established under the auspices of TERENA to promote collaboration between research and education networking organisations in Europe in the areas of public relations and information dissemination, through activities at the level of PR Manager / Information Officer. It is known as TF-PR (Task Force on Public Relations and Information Dissemination).

**The aims of the Task Force are:**

- \* to promote the quality and quantity of public relations and information dissemination about research and education networking in Europe, among others by collecting information and providing materials that can be used in the public relations and information dissemination activities of research and education networking organisations;
- \* to enable the exchange of ideas, experiences, methods and techniques of the research and education networking organisations to improve their communication with organisations and individuals that use their services, and other organisations that are relevant for the research and education networking community.

