

30.01.07

## Deliverable DN2.0.7,3: Third GÉANT2 PR Network Meeting



### Deliverable DN2.0.7,3

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### Abstract

This Deliverable contains a report of the third meeting of the GÉANT2 PR Network took place on Wednesday, 27 September 2006 at the REANTER offices in Paris, France.

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## 0 Executive Summary

The third meeting of the GÉANT2 PR Network took place in Paris on 27 September 2006. The objectives of the meeting were to share information on the PR activity that had taken place in the respective organisations in the previous six months (since the Cambridge meeting), to receive an update on progress with the Earth scientists Survey, as part of the user segmentation activity, and to hear about the BBC initiative, "Music for Schools".

It is planned to hold a further meeting of the PR Network in late January 2007 in Prague.

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# 1 Introduction

Following two previous successful formal meetings of the GÉANT2 PR Network a third formal meeting was held in Paris on 27 September 2006.

Delegates from fifteen NRENs attended, together with representatives from JISC, TERENA and UKERNA.

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## 2 Opening Remarks

The workshop was opened by DANTE's Public Relations Officer, who welcomed everyone to the third GÉANT2 PR Network Meeting. He thanked RENATER for hosting the event and for the welcome from RENATER's Communication Manager.

The meeting participants (listed in the appendix) gave a short self-introduction.

In his welcome on behalf of RENATER, the Director of REANTER highlighted the challenges facing the PR community in the NRENS. More PR focus should be given to the benefits brought by the project. The end-to-end services are still unknown to all but the most demanding users. He highlighted the situation for RENATER, which connects more than 800 organisations in France, of whom most don't know about RENATER or the regional network that provides the services – it "either works or it doesn't". When new services are developed, there is a lot to promote and this is where the GÉANT2 PR representatives play an important role. Once users know what they can do with advanced networking, then they embrace it. As an example, only one year ago French physicists were requesting 1Gbps connections. RENATER responded by offering 10 Gbps. Now 80% of the available bandwidth is being utilised.

The network needs to advance further, and to achieve this aim, feedback from network users is required to shape the development of the next generation network.

### 3 Review of GÉANT2 PR Activities

DANTE's PR Officer provided an overview of recent GÉANT2 PR activities, highlighting the new products that had been developed, including the GÉANT2 Interactive Guide to Research Networking on CD-ROM and the GÉANT2 DVD. Detailed results of the press campaign were given and some of the recent successes noted. PR plans for the next three months were outlined and NRENs asked for their input. Feedback on the GÉANT2 DVD was requested together with examples of additional case studies to profile on the next iteration. There are plans for a new "learning" section on the GÉANT2 website – [www.GÉANT2.net/learn](http://www.GÉANT2.net/learn) which would be targeted as an educational resource for those new to the project.

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## 4 Review of TERENA GN2 Activities

TERENA's Conference and PR Officer gave an overview of TERENA responsibilities in the GN2 project, highlighting their role in leading certain activities in the project and in organising networking workshops and meetings. TERENA's work on the latest version Annual Compendium was the main focus and the document was presented to the meeting. Attendees were asked to request more copies as needed. A recent development has been the uploading of PDFs of the Compendium to the TERENA website, so that individual pages may be downloaded. NRENs can now fill their own data in online.

TERENA's role in providing assistance to less advanced regions in Europe was highlighted, its aim being to challenge the digital divide and to help in the establishment of NRENs.

TERENA's work in the EARNEST study, led by Karel Vietsch was mentioned and the fact that GN2 was once more fully integrated into this year's TNC programme. As "GN2 impacts everything we do in Europe" it is therefore spread throughout the conference programme to increase its exposure.

The creation of a new networking activity for training - NA8- was highlighted. This will be led by DANTE, with TERENA organising the logistics and giving courses in some cases. There will be training courses on the tools being developed by the project's research activities.

It was pointed out that more time would be needed to advertise any training courses to its clients, for example one NREN needs at least four weeks' notice because of the logistical problems and administration involved, both of which are greater if courses are advised at short notice. It was agreed that this feedback would be given when training courses are being planned. The issue of travel costs was also raised. TERENA will work closely with DANTE to ensure that all these issues are considered. It was pointed out by DANTE that they are at the start of a process, currently looking at two NA8 workshops a year. Plans are being formulated at this stage and there is not much detail to report.

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## 5 NREN update on PR Activities

The purpose of this session was for NRENs to share with the other network members an overview of PR activities they had been involved in since the last network meeting in Cambridge. The emphasis was on GEANT2 related activity, but tended to include more general PR initiatives.

### ACONet

A new PR representative, Christine Borger, has been appointed.

Recent PR activities included organising two user conferences for IT departments from universities and schools and the creation of a new brand image for ACONet. The new Website for ACONet was scheduled to go live that same week.

Everyone was invited to attend the ACONet conference on 9-10 November.

### ARNES

Due to a lack of resources, there is not a dedicated PR department at ARNES. ARNES deal a lot with schools and it is a challenge working with government departments that have few resources.

ARNES try to incorporate GÉANT2 PR into their mainstream activities, and promote their connection to GÉANT2 as an “added-value” for their end users. However, it is difficult to sell GÉANT2 to schools, because most of the activities deal with high bandwidth requirements. For schools they need to focus on the benefits of videoconferencing and the opportunities offered by GÉANT2 and the NRENs. In Slovenia the focus tends to be on local networks. ARNES are in the process of reviewing their publications. Work is under way on Eduroam and on updating the website.

### BELNET

One of BELNET’s main activities had been their User Survey. Results showed that even their IT contacts do not know about the services offered by BELNET, though they know the name. As a result, BELNET had changed the structure of their annual conference, from a “User Day” to a “Networking Conference.” This would include several parallel sessions, one of which would be dedicated to BELNET. There will also be a grid conference in November. The re-designed BELNET Annual Report was displayed – a big effort has been made to improve it and it now features bigger pictures, more graphics and user testimonials. The new version has been a big success with a reprint ordered already. BELNET has also implemented a new database, which has

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proved to be very resource hungry. GÉANT2 and TERENA feature prominently in BELNET's communication activities.

### **CARNet**

CARNet is currently in the process of connecting 1,300 Croatian primary and secondary schools. They were also preparing for the enlargement of CARNet staff from 60 to 90. An internal meeting was held to increase CARNet staff's awareness of GEANT2. This year's user survey included a question on GÉANT2, and they were surprised by the response showing that 90% had never heard of it. This seemed an odd result, because GÉANT2 is always included at conferences and DANTE speakers usually attend. This year's CUC conference is being organised and DANTE's GM Dai Davies is scheduled to give a talk. This year a round table session is planned on networking in South Eastern Europe. A large number of participants is expected this year as their user base continues to grow.

### **CESNET**

CESNET organised nine events last year, targeting universities and academies – these were mostly aimed at IT people. The events included a roaming workshop and a network security seminar. CESNET felt it important to communicate with the researchers themselves, and had asked them to attend the seminars.

CESNET regular participates in a TV programme called "Czech Heads" to discuss specialised topics or mark occasions such as the anniversary of the internet in the Czech Republic. CESNET aim to publish two press releases a month, usually also translated into English.

### **EENET**

EENET organised the first GÉANT2 PR network meeting in Estonia, the previous September. A press release was distributed alongside the event. A monthly internal meeting was initiated to introduce GN2 to all new employees. There are no regular network events in Estonia, as the community is small. However, they have started an EENET newsletter, which is sent to over 800 organisations. The second newsletter included an article on GÉANT2. An EENET user survey was conducted in April, and included a question about GÉANT2 to raise awareness of the network and its possibilities. Current awareness was shown to be limited, but many had requested more information.

The response rate to the survey was 63% this year. Results included the point that for 70% of respondents, European collaboration is important.

GÉANT2 was covered at the Baltic Grid Summer School. EENET also communicate with grid projects and the Porta Optica study.

### **FCCN**

Current PR activities revolved around celebrations of FCCN's 20th Anniversary and a conference being held in October. The GÉANT2 NREN PC chair, Vasilis Maglaris, will be giving a presentation. FCCN include GÉANT2

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in their newsletter, and they held a technical workshop for FCCN technical and administrative staff about GÉANT2. GÉANT2 press releases are translated for the Portuguese press.

The FCCN video will be ready shortly.

### **HEAnet**

HEAnet attended exhibitions, such as the “Young Scientist” exhibition to promote the schools project. This was accompanied by factsheets targeted at schools. The HEAnet website has been updated with more user-friendly language. Work has been started on re-designing factsheets to develop a consistent style across their publicity material. The e-zine newsletter included features on GÉANT2. Current PR activity was focused on the annual networking conference in November, where some GÉANT2 merchandise would be distributed.

A new press kit is available on the HEAnet website.

### **ISTF**

Bulgaria is in a very specific situation, being on the other side of the “digital divide”. They were not involved in GEANT1 as the national network was closed down in 2001. GÉANT2 is really very important to show decision makers what it’s about and why research networking is needed in Bulgaria. Next year they plan a PR campaign to increase understanding and raise awareness of the applications that can run over GÉANT2. They will not focus on the technology but the potential, using simple messages to reach their politicians.

### **SURFnet**

SURFnet’s relation days were held in May and included some GÉANT2 related talks. Publicity material had been sent by DANTE, and DANTE’s GM Hans Döbbling gave a presentation. While confident that their researchers know about GÉANT2, it is clear that the general public do not, but then they do not know about SURFnet either.

SURFnet just had the results from their User survey. Of note was that email was being used more as a resource for data storage, with people emailing documents to their own accounts.

### **RedIRIS**

RedIRIS PR activity has different levels. Their “end-users” are the universities and research centres, not directly the research. RedIRIS PR involves customer relations – updating contacts, organising meetings, political relations. They also involve the media, arranging interviews and distributing press releases. RedIRIS regularly organises many events, including political working groups and security forums. Their main event is the Annual Technical Meeting held in November. Since 1989 they have published a bulletin which is sent to over 1700 users. They also distribute news on GÉANT2, EGEE, EELA etc. They organise grid-focused events and are organising a grid tutorial for November.

### **RENATER**

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RENATER communicate with Universities and Laboratories but not the end users. When there is a RENATER event, they receive a lot of material. GÉANT2 features in their newsletter and articles are placed on their website. Eduroam is also very important for them, because it is a good application to use as a way of explaining international networking to the end users.

## RESTENA

RESTENA is not really active regarding PR as they focus more on the technical side. They connect all schools in Luxembourg. Their main communication is through their website to present the services, and how they are integrated with European networks. The website had recently been re-designed and they publish an e-newsletter. Eduroam was being promoted and included on websites and stickers, and flyers were planned. The RESTENA PR representative hoped to learn from the activities of the PR network.

TERENA responded that other NREN PR members had much to learn from RESTENA in relation to their work with schools and asked whether they had different material for those target groups.

## TERENA

TERENA don't do much PR directly related to GÉANT2, but highlighted the TERENA Compendium and the increasing GN2 role in the TNC.

## UKERNA

There have been two main areas of activity for UKERNA recently. The first was communicating the Shibboleth federation in the UK, which was taking a lot of resource, but schools were interested. The main focus of PR activities had been on the launch of new network SuperJANET5. For the first time they have engaged an external PR agency as a dedicated resource for PR around the launch. It was interesting to observe a more commercial approach, and that this in itself presented challenges for stakeholders within UKERNA, who tend to focus more on technical aspects than promoting the network. They are focusing on promoting the network to the end users.

A number of new services from UKERNA will shortly be coming online. One is a voice service, which builds on the interest of VoIP services such as Skype. They are also looking at providing SMS services to customers, noting that universities and colleges are using SMS as a means of communicating. This involved moving from UKERNA dealing with IT people at universities to having more interaction with their PR and marketing departments.

## UNI-C

The primary PR task for UNI-C is the organisation of its national conference in November, which this year will include material about GÉANT2. The two main themes for this year will be "Learn about the net" and "Learn on the net". UNI-C is also doing an Eduroam campaign, and materials relating to this would be sent out by the end of October. The UNI-C newsletter comes out every other month, and featured an article on GÉANT2 in the last issue. The main focus of activities for the near future would be the organisation of next year's TNC to be held at Lyngby.

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## 6 GÉANT2 Interactive Demonstrations

The GÉANT2 Interactive guide to Research Networking was demonstrated by DANTE's PR Manager, who outlined the main aims and target audience for the CD-ROM and gave a brief tour of the software. Initial response was positive. One person remarked that they had expected video clips and sound to be included and DANTE responded that this was something that could be considered if a new version were to be developed, to include user case studies from the GÉANT2 DVD. A number of NRENs requested more copies for use at their own events. Network members were asked for further feedback once they had had chance to review the demo in depth.

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## 7 Joint music performances between schools across Europe

The International Development Producer from the BBC (Gill Davies) joined the meeting after lunch to outline an initiative called “Music for Schools”. She gave some background on how the BBC is trying to use technology to widen their audiences for programmes with BBC orchestras. The BBC had seen how the New World Symphony in Miami had used videoconferencing and thought that this would be a good way of getting orchestras into the classrooms of Scotland, and to remote areas like Orkney and Shetland. Gill said that she had been in touch with DANTE, as they were looking for European involvement, and wanted to investigate whether European schools could be involved. One idea being investigated was to have schools in Europe composing music over the web, and then holding a concert with dispersed players. The presentation was warmly received and a lively discussion followed. Gill was asked if Universities could also be involved and replied that the focus was on primary and secondary schools but that there could be possible partner projects with Glasgow University.

Another aim was to support the BBC touring orchestras, which travel around the world. In the past they have toured, participated in a select masterclass and then left, but Gill wants to look at ways of using networks for education and communication before the orchestra tours.

Gill wants to find out if the NRENs would be interested in participating in a European programme. SURFnet already has a project using V/C in schools, and their PR person could put Gill in touch with colleagues already coordinating V/Cs between The Netherlands and Wales. It was pointed out that the TERENA compendium has information on videoconferencing services, which is being looked at in the GN2 project, approaching it from a school angle – how teachers are approaching it and what they can get out of it. Gill was welcome to get involved in this project and there is an email distribution list (schoolsnet), which she could join. The work of new taskforces such as VSS, which are looking at making videoconferencing services more accessible to teachers and students, was described. Finally Gill was invited to participate in a conference call between technicians and an expert panel drawn from the arts/humanities/social science fields.

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## 8 Preview of new DVD

Copies of the DVD were distributed by the DANTEPR Manager and feedback requested.

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## 9 Earth Science Survey update

The results so far were shared and the NRENs thanked for their input. Further updates are to be provided at later meetings.

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## 10 AOB

SURFnet has recently launched a competition for researchers to submit the best use of lightpaths in their research. The winning entry would then receive its own lightpath for this work.

Meeting closed.

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## Appendix A List of Attendees

- Anne Balic (AB) - RESTENA
- Joanne Barnett (JB) – TERENA
- Virginie Blanquart (VB) - RENATER
- Maria Bolado (MB) – RedIRIS
- Veerle Custers (VC) – BELNET
- Carol de Groot (CdG) - TERENA
- Marta Dias (MD) – FCCN
- Gill Davies (GD) - BBC
- Tomi Dolenc (TD) – ARNES
- John Dyer (JD) - TERENA
- Robert Haymon-Collins (RH-C) – JISC
- Ruth Kirkman (RK) – DANTE (Chair)
- Werner Koblitz (WK) – ACONet
- Gabriela Krcmrova (GK) – CESNET
- Zbyszek Krzewinski (ZK) – PSNC
- Gitte Julin Kudsk (GJK) – UNI-C
- Russell Nelson (RN) – UKERNA
- Damian Niemir (DN) – PSNC
- Rossitza Petrova (RP) - ISTF
- Maria Ristkok (MR) – EEnet
- Elise Roders (ER) – SURFnet
- Goran Skvarc (GS) – CARNet
- Dany Vandromme (DV) -RENATER
- Simon Watts (SW) – DANTE

Apologies:

Roland Eugster (SWITCH); Gerti Foest (DFN); Helga Spitaler (DANTE)

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