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# Public Affairs Workshop

STRATEGIC ADVOCACY & CASE STUDIES

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# WORKING ARRANGEMENTS

## Group Formation

**On-site:** 20 participants split into two groups.  
High flexibility on topic choice.

**Online:** Moderated independently by **Hendrik Ike**.

## Objectives

Develop short, concise strategic advice for an NREN Board facing real-world challenges.

Focus on **Political Communication** rather than technical engineering.

# WORKSHOP TIMELINE

## Tuesday Evening

60 Minutes  
Initial Scoping &  
Brainstorming Session

## Wednesday Morning (I)

45 Minutes  
Strategy Finalising &  
Case Development

## Wednesday Morning

45 Minutes  
Plenary Presentations  
(15 mins per group)

EXISTENTIAL THREAT

## CASE A: THE BUDGET AXE

**The Scenario:** Government proposes decommissioning the NREN. Finance argues that **commercial telcos** can provide "high-speed pipes" more cheaply via a voucher system.

**The Deadline:** Parliamentary budget debate in 3 weeks.

**The Goal:** Secure the NREN's status as a non-commercial **Strategic Research Instrument**.



# CASE A: STRATEGY TASKS



## Scientific Sovereignty

Develop a narrative explaining why "commodity pipes" fail R&E. Focus on the mission-critical, sovereign ecosystem.



## The Policy "Ask"

Draft a formal demand to reverse decommissioning. Prove that the commercial alternative is a threat to "Digital Agency".



## Emergency Plan

Outline a 3-week "Defensive Advocacy" campaign. How do you make the invisible network visible to the public?

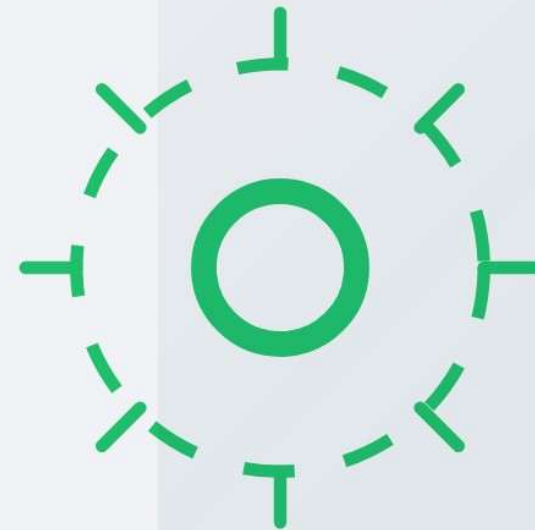
STRATEGIC OPPORTUNITY

## CASE B: THE QUANTUM LEAP

**The Scenario:** The National Ministry plans a major **Quantum Network initiative**. Currently, they are only consulting commercial big players.

**The Challenge:** Convince the Ministry that an NREN-led infrastructure is essential for national competitiveness and research freedom.

**The Role:** Position the NREN as the **National Testbed Operator**.



## CASE B: ADVOCACY TASKS



### "Kill-Arguments"

Draft 3 specific arguments explaining why commercial telcos are unfit for specialised QKD and research sandboxes.



### The Policy "Ask"

Draft the precise briefing note paragraph that designates the NREN as the official national operator in the government strategy.



### Influencer Mapping

Identify the key influencers (Ministers, R&E leaders, Industry) required to win the mandate.

# CHOOSE YOUR CASE STUDY

## Case A: Survival

Crisis Management, Defending Sovereignty, and Fighting Decommissioning.

*Focus: Digital Agency & Infrastructure Protection.*

## Case B: Growth

Proactive Advocacy, Creating New Niches, and Quantum Leadership.

*Focus: Future Innovation & Strategic Mandates.*

Wednesday morning kicks off with **45 minutes** of strategy work followed by **45 minutes** of plenary.

## A GOLDEN RULE FOR GROUPS

*"Technical precision is the "Ammunition", but the Policy Ask is the "Target". Use your expertise to sharpen arguments, not to re-engineer the network.*

*Moderator's Guidance*

Avoid technical drift. Stay focused on the **Strategic PA Outcome**.