

Public Affairs for NRENs Workshop

Leonie Schäfer (DFN)
Berlin 27.01.2026

Organised jointly by GÉANT GN5-2 WP2T4 'Policy Engagement' and the SIG Public Affairs and Policy



The Workshop Organisers

- ▶ Hendrik Ike (GÉANT)
- ▶ Tanja Maier (GÉANT)
- ▶ Agnieszka Stoklosa (PCSS)
- ▶ Leonie Schäfer (DFN)

will guide you through the two workshop days

Housekeeping & Hybrid Interaction

- ▶ Storm 'Leonie'
 - ▶ Thank you for making the journey despite the ice rain and travel disruptions.
 - ▶ We are glad you made it safely to the DFN office!
- ▶ Wifi Access: Network 'DFN Guest' or eduroam
- ▶ Hybrid Protocol:
 - ▶ We have **22 participants online** and about **19 participants onsite**
 - ▶ On-site speakers: please always use the microphones.

Welcome to Berlin!



Source: Scene Viewer - ESRI Deutschland GmbH

Alexanderplatz 1920



Alexanderplatz 1931



Alexanderplatz – after WWII



Alexanderplatz 2017



Berlinahaus

Designed by architect **Peter Behrens**, the building is an extraordinary example of the classic modernity of the Neue Sachlichkeit's style (New Objectivity), a German post-expressionist movement of the twenties.

Workshop A

Tuesday, 27th January 2026

DAY 1: Foundation, Inspiration, and Strategy Initiation

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|---------------|--|
| 12:00 - 12:45 | Arrival & Lunch |
| 12:45 - 13:00 | Welcome, Introduction & Expectations - Leonie Schäfer (DFN), Tanja Maier (GÉANT) |
| 13:00 - 14:00 | KEYNOTE: Public Affairs and Communication in the Digital Age, Mechthild Bülow (Presentation and Q&A) |
| 14:00 - 14:15 | Coffee Break |
| 14:15 - 15:00 | Public Affairs 101: The Lobbying Game & Reputation - Presentation: Introduction to core PA concepts and reputation building (business-oriented perspective) - Hendrik Ike and Tanja Maier (GÉANT) |
| 15:00 - 16:20 | <p>NREN Public Affairs: European Strategies</p> <ul style="list-style-type: none"> • Jisc: National PA Activities – Frankie Walker, David Patterson • NORDUnet: PolarConnect Case Study – Ieva Muraskiene • ASNET-AM: National PA Strategy – Naira Kocharyan • CSC: National PA Strategy - Irina Kupiainen <p><i>15 min presentation + 5 min Q&A each, followed by a general discussion.</i></p> |
| 16:20 - 16:30 | Coffee Break |
| 16:30- 17:00 | Case Study Introductions: The Budget Axe (Political Crisis) and The Quantum Leap (Proactive Advocacy) - Presentation of the fictional scenarios and the task - Leonie Schäfer (DFN) |
| 17:00 - 18:00 | GROUP WORK: Case Study – Initial Strategy Brainstorming |
| 18:00 | Close Day 1 Working Session |
| 19:00 - 22:00 | Joint Workshop Dinner at Zollpackhof (kindly sponsored by DFN) |

27/01/2026

Workshop Agenda – 28.01.2026

Wednesday, 28th January 2026

DAY 2: Application, Policy Alignment, and Future Focus

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|---------------|---|
| 9:00 - 9:45 | Day 1 Recap & Finalizing Case Study - Quick recap and instruction for finalizing the lobbying and media campaign strategy |
| 9:45 - 10:30 | Strategy Presentations & Peer Challenge - Group Presentations and Challenge: Participants critique and discuss the proposed PA strategies |
| 10:30 - 10:45 | Coffee Break |
| 10:45 - 11:15 | NREs in the Digital Agenda; Work Programmes and Calls - Different Work Programmes; HE, CEF, DEP & the Competitiveness Compass. Rates, Rules & Eligibility - Agnieszka Stoklosa (PCSS) and Hendrik Ike (GÉANT) |
| 11:15 - 11:30 | Interactive discussion on NREN Use Cases - Open Discussion |
| 11:30 - 13:00 | Shaping the Future: Discussion of Topics for the SIG Public Affairs and Policy (PA) - Interactive Session: Defining the agenda and focus areas for the new SIG |
| 13:00 - 14:00 | Lunch |

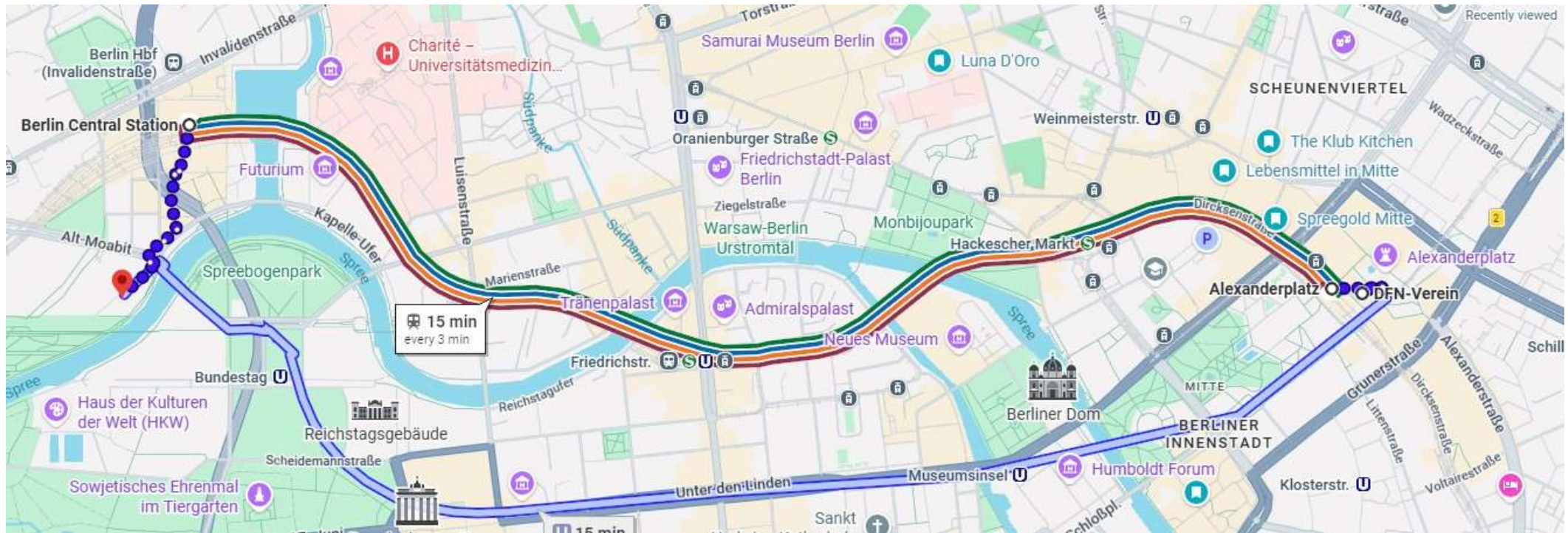
Tonight's Dinner: Zollpackhof

- ▶ Walk to Alexanderplatz Station
Exit DFN and walk approx. 3 mins to the S-Bahn platforms.
- ▶ Take the S-Bahn (Westbound)
Lines S3, S5, S7, or S9 towards Hauptbahnhof / Potsdam / Spandau.
- ▶ Exit at Berlin Hauptbahnhof
Follow signs for Washingtonplatz (South Exit towards the river).
- ▶ Short Walk to Restaurant
Cross the footbridge (Moltkebrücke). Zollpackhof is on the right.
- ▶ **Address:** Elisabeth-Abegg-Straße 1, 10557 Berlin



Zollpackhof: Located right across from the Federal Chancellery.

Tonight's Dinner: Zollpackhof



Address: Elisabeth-Abegg-Straße 1, 10557 Berlin

Thank you! Questions?

DFN

