

Research Engagement & MarComms Synergies

EaPConnect/NREN example

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...end-user focused approach...

- To create/promote **content tailored to end-user needs**
- Target audience: **researchers/university staff/students**
 - + highly motivated
 - + well-defined goals
- **Interaction** RE Officer <-----> MarComms
 - ? RE person
 - ? persons responsible for services



Practical steps

- Promotional **services-focused materials**
+ description & benefits & NREN value
- **Needs Assessment Survey** under EaPConnect project
+ for all – from heads to researchers/lecturers
- **Services promotion seminars** on specific topics **online**
- Disseminating **calls, useful for researchers** (PRACE opportunities, OCRE calls, GEO Knowledge Hub webinars, EOSC-related info, etc.)
- **Case studies**
+ problem & solution & technical details



What is eduroam?

eduroam (education roaming) allows students, researchers and staff from participating institutions to obtain Internet connectivity across campus and when visiting other participating institutions by simply opening their laptop, mobile phone or other device. **eduroam** is available in thousands of locations in around 90 countries worldwide.

Opportunities for students, researchers and educators

- ✓ Thanks to global agreement, the **eduroam** wifi roaming service is free-of-charge to users.
- 🔒 **eduroam's** secure and privacy-preserving technology means that there is no need to enter usernames and passwords through insecure web browser forms. Your device will identify a valid eduroam access point and log-in automatically. Your password is never shared with any of the access points.
- 👤 Your password for your online identity is provided to you by your 'home' institution, where you are enrolled in study or are employed.

Benefits for universities, research institutes and schools

- 📍 **eduroam** provides a single solution that accommodates all the mobile connectivity requirements of an institution, supporting local users connecting to the local network, visitors connecting to the local network and local users connecting to other participating networks.
- 📢 With **eduroam**, your campus becomes a more attractive venue for meetings and conferences, as it allows participants to access the network without assistance, and without tying up your facilities.
- 🌐 By connecting to **eduroam** you provide your researchers, staff and students with access to thousands of participating hotspots worldwide when they are travelling either in your country or globally.

eduroam in EaP

Coordination of the **eduroam** infrastructure in Eastern Partnership (EaP) countries is undertaken by the National Research and Education Networks, namely ASNET-AM (Armenia), AzScienceNet (Azerbaijan), BASNET (Belarus), GRENA (Georgia), RENAM (Moldova) and URAN (Ukraine), supported by the EU-funded EaPConnect project. It is estimated that two million scientists, academics and students at over 700 institutions across the region will benefit.



www.eduroam.org

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What is eduGAIN?

Services are crucial to research and education. Every service requires an account with a login word. Having many passwords is difficult to manage and security is at risk. That is why many or education institutions provide single online identities to their students and researchers. **eduGAIN (Education Global Authentication Infrastructure)** interconnects identity providers around the world, simplifying access to content, services and resources for the global research and education community. It is a global service. More than 55 federations are participating in or joining **eduGAIN**, more than 2,600 identity providers and 1,900 service providers.

Benefits for individuals and organisations

	HOME ORGANISATIONS (universities, research institutes)	SERVICE PROVIDERS
HOLDERS researchers, members of staff	IDENTITY PROVIDERS (universities, research institutes)	
One digital identity for all services.	More services to your users – a wider range of national and international services.	Grow your audience.
Secure access using your institutional id and password.	No extra administrative burden.	Lower costs per user – without increasing costs for maintenance of users' credentials.
Your personal data is safe – your username and password are never shared.	Reduction in cost and effort – no need for bilateral agreements with service providers.	SAML protocol allows a wide range of authentication methods.

How does eduGAIN work?

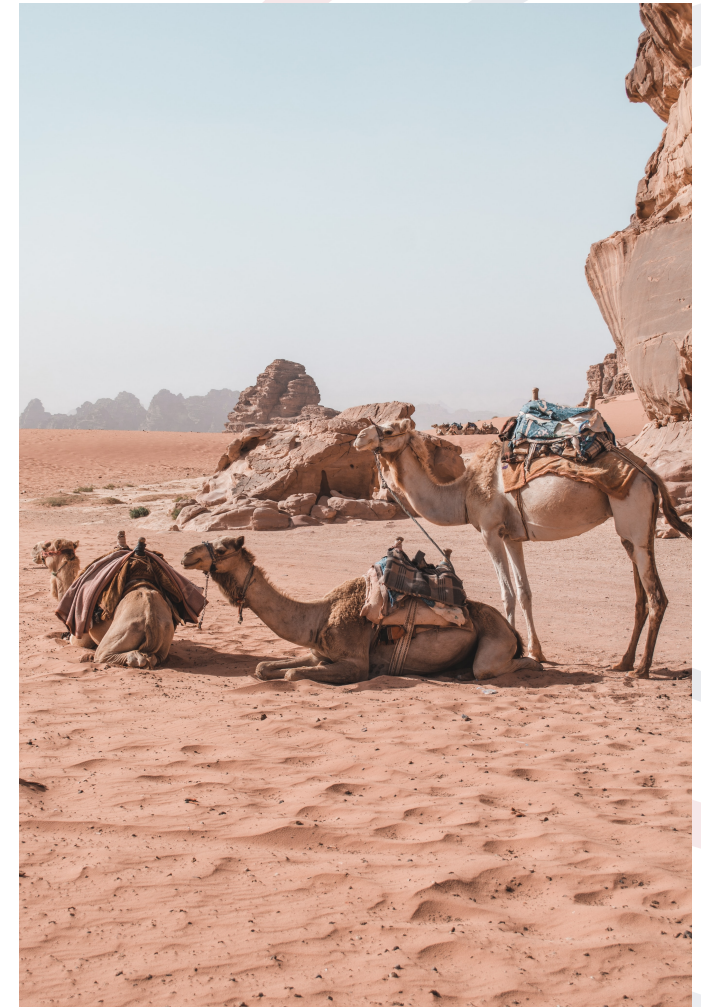
Organisations register users by assigning a digital identity. They also operate an Identity Provider and are able to authenticate their users and provide a limited set of attributes that characterise the user in a given context. Service Providers, e.g. libraries, delegate authentication to Identity Providers in order to control access to the resources. The **eduGAIN** technology involves a 'metadata service', which regularly retrieves and aggregates information from participating federations about Service and Identity Providers, and makes this information available to federations.

www.edugain.org

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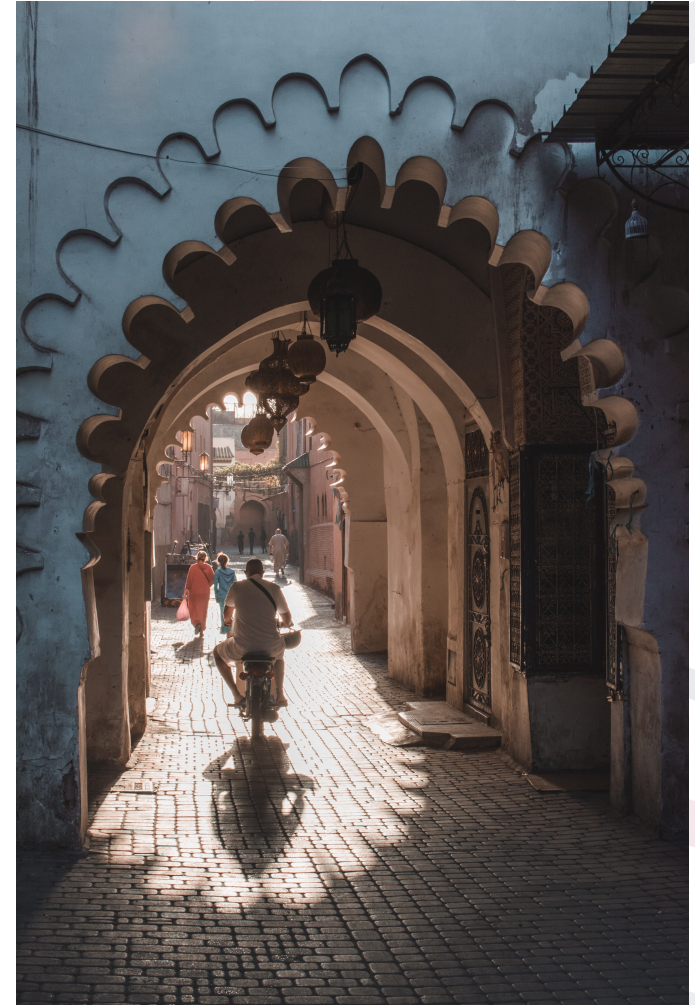
Challenges

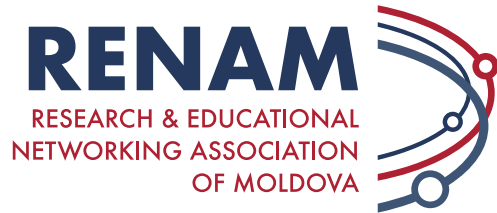
- End-users (groups) **identification**
- Put yourself in the researcher/lecturer shoes
- Awareness on **brand-related issues** (logo & ppt templates)
- You can cause problems (much more work :) for your NREN colleagues



Lessons learnt

- **It is easier** to organize **online** services promotion seminars on specific topics
- Ministry involvement can be useful (Needs Assessment Survey)





Thank you!

Any questions?

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